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THE NATIONAL NEWSPAPER OF MARKETING

Babcock & Wilcox Account Moves to Marsteller Agency

$300,000 Account Has Been at Tyson; Needed 'New Pattern of Services'

NEW YORK, Jan. 5—Babcock & Wilcox Co. has moved its business to Marsteller, Rickard, Gebhardt & Reed after 21 years with O. S. Tyson & Co.

Marsteller was among the six agencies invited last November to make presentations for the account. According to Babcock, "Tyson went strong all the way," and the final competition was between it and Marsteller.

Currently billing about $300,000 a year, the account rated as Tyson's largest, although it had declined from a peak of about $750,000 five or six years ago.

Most of Babcock's advertising is done through three divisions, formerly handled by Tyson—the boiler and atomic energy divisions, both in New York, and tubular products, Beaver Falls, Pa. All three move to Marsteller, effective Feb. 1.

In addition, some advertising is handled for such Babcock subsidiaries as Diamond Power Co., Specialty Corp., Lancaster, O., handled by Carr Liggett Advertising; Bailey Meter Co., Cleveland, by Fuller & Smith & Ross; and refractories division, New York, by Michel-Cather.

■ Babcock invited these three agencies, plus Tyson and Marstel-

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Chicago Pepsi Bottler Gives BBDO Part of $1,000,000 Account

CHICAGO, Jan. 6—Pepsi-Cola General Bottlers of Chicago has appointed Batten, Barton, Durstine & Osborn to handle an undetermined portion of its $1,000,000 account, ADVERTISING AGE learned this week.

Officials of the bottling company, BBDO and George H. Hartman Co., which has handled the account exclusively since last summer, declined to comment on the report. It was generally believed, however, that the Hartman agency will continue to service some segments of the business.

■ Pepsi-Cola Co. believes strongly in local autonomy, with bottlers free to select their own agencies. The parent company's agency inevitably winds up with a number of bottler accounts but most bottlers continue to use local shops.

Since acquiring the national account last year, BBDO has added 16 local Pepsi bottlers, some 10

(Continued on Page 93)

PARENTAGE?

PARENT'S PRIDE—*This four-color, page ad running in Newsweek, The Saturday Evening Post, Sports Illustrated and Time in January and in Life and Sunset in February is part of the campaign in which Dodge shows off its Lancer offspring (Story on Page 10).*

All or Nothing at All . . .

Lever Shifts All, Swan Liquid to SSC&B, BBDO

Needham, Louis Suffers $4,000,000 Billings Loss in Consolidation

NEW YORK, Jan. 4—Lever Bros. has started the new year by transferring advertising for its All line of products to Sullivan, Stauffer, Colwell & Bayles, and Swan liquid to Batten, Barton, Durstine & Osborn, thereby cutting Needham, Louis & Brorby from its agency roster. Total billings are estimated between $4,000,000 and $5,000,000.

Involved in the switch are Condensed All, Fluffy All, Liquid All, and Dishwasher All. Swan Liquid, a pink dishwasher, was introduced in October, 1959, in Peoria and St. Louis, and last summer expanded test operations into the Chicago, Muncie and Indianapolis areas.

Impending agency changes and consolidations at Lever had been rumored for several weeks, but the company had categorically denied these reports. Today, however, the company said the changes were made "in order to consolidate Lever's advertising accounts." Lever now has six agencies: Batten, Barton, Durstine & Osborn; Foote, Cone & Belding; Kenyon & Eckhardt; Ogilvy, Benson & Mather; J. Walter Thompson Co.; and SSC&B.

At SSC&B, All joins Lever's two Rinso brands (both moved from JWT last year), Lifebuoy, Silver

(Continued on Page 102)

House Unit Asks Licensing of Nets, Station Sale Curb

Oversight Subcommittee's Swan Song Initiates Push for Broadcast Legislation

WASHINGTON, Jan. 5—The House subcommittee on legislative oversight, which blasted tv quiz shows off the screen and made "payola" a painful subject, used its final report today as a vehicle to get a legislative drive under way to license tv networks and tighten government control over station operations.

Summarizing the lessons of three years of investigating, much of it in the broadcast field, the committee said traditional policies, which assumed that it is enough to regulate stations, won't assure "balanced" programming in tv. The report said the government must examine the

(Continued on Page 93)

Women Get Dim View of Ads, but They Decry More Regulation, AA Finds

Panelists Hear Little Good About Drug, Soap, Cigaret, Cosmetic Ads

NEW YORK, Jan. 4—Ask women what they hear about advertising and it's a good bet the industry takes a licking. In the main, they hear little that's good about cigaret, drug, soap or cosmetic advertising.

Nevertheless, a survey shows that an appreciably large percentage of women hear nothing evil about the ad business, and that while many women favor increased government supervision of the industry, a clear majority believe present government regulation to be adequate.

At least that's the picture that emerges from a mail survey of 58 housewives and others made by J. M. Hickerson Inc. for ADVERTISING AGE. The 58 are members of the Hickerson Opinion Panel of American Women, a group employed by the agency for over five

(Continued on Page 80)

Not so Temporary . . .

Crane Reverses Ground, Appoints Lampert Agency

$500,000 Industrial Account Has Conflicts With D'Arcy's ACF Share

NEW YORK, Jan. 5—Crane Co. has decided "in the past four or five days" to award its entire industrial products account, billing some $500,000, to the Lampert Agency.

The decision was a sudden reversal of the announcement last week (AA, Jan. 2) that Lampert's recent campaign for Crane was "strictly a six-month deal."

The quick decision to stay with Lampert stemmed from a conflict of interest in Crane's agency of record, D'Arcy Advertising, which had been named only two months ago (AA, Nov. 21). Crane said D'Arcy was "completely above board" in indicating a conflict of interest over the W-K-M division of ACF Industries. The W-K-M division, like Crane, manufactures valves.

■ Crane and Lampert officials will meet in Chicago this weekend to "determine the areas" in which Lampert will be used. The agency indicated that it had been, and would continue to be, used for "various kinds of spot assignments, more long-range than spot."

According to Sonio Coletti, in charge of advertising for Crane, the account will involve about $500,000 to Lampert.

He said actual space advertising by all groups totaled about $1,500,-

(Continued on Page 102)

Marketing to Get Lots of Attention in New Congress, First Bills Indicate

Regulatory Agencies, Taxes, Franchises, Ads, Labels Among Subjects

WASHINGTON, Jan. 5—The new Congress got off to a flying start this week with an array of proposals to strengthen the regulatory agencies and to apply other federal controls over marketing.

The total initial wave of legislative ideas dropped into the congressional hopper, however, reflected more restraint than usual. The crop was rather sparse, with no noticeable clustering in any particular area.

Some House members were trying to jump the gun on President-elect John F. Kennedy by being first with proposals for dealing with depressed areas. Under this heading, Rep. Al Ullman (D., Ore.), with H.R. 274, was first to propose accelerated amortization deductions for industrial or commercial plants and facilities constructed in depressed areas.

The first of what is likely to be a flood of bills to tighten government supervision of the food, drug and cosmetics industries was offered by Rep. Leonor Sullivan (D., Mo.).

Her bill (H.R. 1325) wrapped up a whole complex of ideas for broadening the activities of the Food & Drug Administration. Among them: Prohibit worthless ingredients in special dietary foods; require cosmetics to be proven safe by the manufacturer before they can be marketed; tighten FDA control over the manufacture of drugs; require drug companies to prove the effectiveness of drugs before they can be marketed; provide for federal certification of all antibiotics.

■ Sponsors of legislation to give the Federal Trade Commission sharper weapons were on the alert, too. At least four congressmen re-introduced legislation which would give FTC power to issue temporary cease and desist orders where it feels that an ad or business practice needs fast attention.

Similar legislation had nearly 20 sponsors last year, and it is expected to pick up more support in the coming weeks. The initial mo-

(Continued on Page 101)

Last Minute News Flashes

Y&R Ready to Name Six to New Senior VP Posts

NEW YORK, Jan. 6—Young & Rubicam will shortly announce a number of "changes in personnel at a high level." Six vps are expected to be promoted to senior vp posts. Among those reportedly on this promotion list are Earle Angstadt Jr., Wilson H. Kierstead and George B. Dippy. The agency regards the promotions—first major changes since George Gribbin became president in October, 1958—as something of a "youth movement."

Interpublic Inc. Is New McCann Corporate Umbrella

NEW YORK, Jan. 6—McCann-Erickson has reorganized again, with the establishment of a new parent company, Interpublic Inc. McCann-Erickson Advertising (U.S.A.), principal domestic agency, has been incorporated as McCann-Erickson Inc. McCann's No. 2 agency, McCann-Marschalk Co., has also been incorporated. Previously both functioned as divisions of McCann-Erickson Inc. Interpublic, the new corporate umbrella, will provide the affiliate companies with management and financial guidance and central services such as personnel and accounting.

Atlas Powder Shifts to Hicks & Greist

WILMINGTON, DEL., Jan. 6—Atlas Powder Co. has named Hicks & Greist, New York, to handle advertising for its chemicals division, effective Feb. 1. Aitkin-Kynett Co., Philadelphia, resigned the business, billing about $250,000, reportedly "because future chemical developments were beginning to conflict with the account."

Beltone Sets $1,500,000 Ad Budget for '61

CHICAGO, Jan. 6—Beltone Hearing Aid Co. has set a record high advertising budget of more than $1,500,000 for 1961, about 22% above the 1960 figure. Olian & Bronner is the agency.

(Additional News Flashes on Page 93)

Discounts Taste Good . . .

R. J. Reynolds Girds for New Color Drive

Esty Queries Newspapers on Continuing Special Discounts for Schedule

NEW YORK, Jan. 6—R.J. Reynolds Tobacco, which last month wound up a multi-million dollar campaign in newspapers for its Salem, Camel and Winston brands, will launch a second phase of the color campaign within the next two weeks.

In July, Reynolds—through William Esty Co.—scheduled the four-color r.o.p. campaign in some 106 dailies after intensive efforts to obtain special discounts off some newspapers' card rates.

William Esty Co. told ADVERTISING AGE this week that the 1961 drive will involve an additional 13 or more color pages on a schedule of about 100 dailies. The agency said it was checking with the dailies involved to determine whether discounts obtained in July will continue in effect for the second phase of the campaign.

(Many of the papers checked by Reynolds prior to its first drive already met the discount criteria that Reynolds had set up.)

■ Under the original deal, dailies with a cost-per-1,000 that ran between $7 and $10 were asked for a 10% discount off the one-time, one-page color rate. If a selected daily had a cost-per-1,000 of $7 or less, considered "a good milline rate" by Esty, no discounts were requested. This week Esty said it is checking newspapers on its schedule to determine "if the same criteria" apply to its upcoming schedule. It indicated that newspapers which could not meet the $10 ceiling—and the 10% discount—would be dropped from the schedule. It added that dailies having a cost-per-1,000 of $7.25 or thereabouts would "obviously be asked for less than the 10% discount."

■ Meantime, a check of newspaper representatives and admen indicates that a determined although unofficial effort will be made at a Newspaper Advertising Executives Assn. meeting in Chicago next week to come up with some kind of uniform discount structure that would be blessed by the entire industry.

Such a plan would probably be a compromise between the Continuity-Impact-Discount plan—pioneered in 1959 by the *Louisville Courier-Journal* and *Times*—and the best features of a host of discount arrangements recently adopted by other newspapers.

The *Courier* and *Times* C-I-D plan, established Sept. 1, 1959, led to adoption of C-I-D or other discount plans by many other newspapers throughout the country.

The Louisville newspapers said that after the plan was in effect for six months they had signed 27

(Continued on Page 94)

Bic Ballpoints Get Saturation Spot TV Drive

SEYMOUR, CONN., Jan. 5—Waterman-Bic Pen Corp. plans to become the nation's dominant ballpoint pen advertiser in 1961.

The low-price Bic pens—selling for 29¢ and 39¢—will be promoted with a saturation television campaign beginning Feb. 1 in New York, Boston, Philadelphia, Baltimore, New Haven, Lancaster, Providence, and Washington, D. C.

Later in the year the company expects to move up to a nationwide schedule.

"Our advertising schedule is the largest advertising campaign in the industry," said Robert P. Adler, vp and general manager of Waterman-Bic.

■ This campaign is an extension of the test carried out by Waterman-Bic during the last quarter of 1960. Saturation tv spots were used on one station—WNHC, New Haven—to reach viewers in Connecticut and western Massachusetts (AA, Aug. 15). This test was described today as "successful," hence the expansion to other markets.

Ted Bates & Co. is handling the Bic drive, which will feature some typically strident commercials of the Bates school. The tv spots dramatize the Bic's durability. The pen is fired from a crossbow into wallboard—and writes immediately; the pen is drilled through a ⅜"-thick piece of "gritty wallboard"—and then writes immediately, while still in the drill.

"Writes first time—every time," cries the announcer. #

KDAY Accepts Spots for Kahlua Liqueur

BEVERLY HILLS, Jan. 5—A humorous one-minute commercial for Kahlua coffee liqueur has broken through a barrier of unwritten radio "blue laws" and is now heard 12 times a week over KDAY, Los Angeles radio station, during evening "drive home" hours.

Jules Berman & Associates, the liqueur's distributor, and Marks/Rifkin, its agency, have convinced the station that "there is no reason why a radio or tv station that accepts beer or wine spots and sponsorships should not accept liqueur or cordial advertising."

Sheldon Marks, president of the agency, said that the long-range schedule was not as difficult to arrange as might be believed: "At first the station personnel looked on in shocked surprise at the mere suggestion, but when the theory behind the move was explained, they were quick to go along." #

Melt-in-your-mouth meals with Borden's Chateau
The all-purpose cheese-food families prefer 2 to 1

LENT—*Borden Co., will promote its cheeses for Lent with ads like this in magazines and newspapers. The campaign will run through April. Young & Rubicam is the agency.*

Ads Share Failings With Society's Key Institutions: Reynolds

OTTAWA, ONT., Jan. 4—A Canadian adman turned on the industry's critics today and said that advertising's weaknesses, if any, are shared by three venerable institutions—Parliament, the church and matrimony.

"The detractors of our business are manifold," complained Warren Reynolds, president of Ronalds-Reynolds, Toronto agency, and also president of the Canadian Assn. of Advertising Agencies, after a stormy session here with the Royal Commission on Publications.

• "People say that advertising is long-winded and garrulous; but so is the House of Commons.

• "They say that advertising speaks to many, but only a few listen; but so does the church.

• "And they say that advertising persuades people to live beyond their means. So does matrimony." #

Aves, Shaw Names Sproat; Adds American Tradition

William E. (Bill) Sproat has joined Aves, Shaw & Ring, Chicago, as an account executive. Mr. Sproat was formerly a vp of Reach, McClinton, Chicago.

At the same time, American Tradition Foods Co., Chicago, has appointed Aves, Shaw & Ring to handle advertising for Madburgers, a frozen braised ground beef and gravy product.

Cole, Quaker Join in 'Swim in Tahiti' Contest, Promotion

LOS ANGELES, Jan. 3—Quaker Oats Co., Chicago, and Cole of California, Los Angeles, will join in a national campaign beginning June 4 promoting Quaker puffed wheat and puffed rice and Cole swim fashions via a "Swim in Tahiti" contest.

The sweepstakes, one for consumers and another for the grocery trade, will be promoted by one four-color page each in *Parade, This Week Magazine*, Sunday supplements of the First Three Markets Group and five independent Sunday supplements, as well as on 40 tv stations.

The independents are *Columbus Dispatch, Louisville Courier-Journal, St. Paul Pioneer-Press, Seattle Times* and *Toledo Blade*.

Details will be included in a 16-page beauty and figure booklet, 7,000,000 copies of which will be taped to the outside of the Quaker cereal packages.

The Cole staff and Quaker Oats' agency, Compton Advertising, are preparing the booklet. The advertising will be handled by Compton. Doyle Dane Bernbach, the Cole agency, is not involved.

■ Cole will provide the prizes. The grand prize is an all-expense-paid trip to Tahiti for two, as the guests of Fred Cole, the swimwear company's board chairman, who has a home on the island. A duplicate vacation for two, at a different time, will be awarded to a participating grocer. Runner-up prizes will be 100 Cole suits. An additional 50 swim suits will be awarded to Quaker Oats salesmen. #

Blair TV Companies Now Have Atlanta Sales Office

Blair Companies, New York, station representatives, have expanded their Atlanta office to include television. H. W. Maier, previously an account executive in the Dallas office, has been named head of the new facilities for Blair TV and Blair Television Associates in Atlanta.

Harry E. Cummings, who has been handling Blair's stations in the Southeast, will continue to cover the stations out of Jacksonville, Fla. Both Blair's new Atlanta tv staff and Mr. Cummings will handle Blair's stations in the Southeast. Replacing Mr. Maier on the Dallas sales staff is Jack Van Volkenburg Jr., formerly with CBS Spot Sales in Los Angeles.

Creech Predicts Furniture Men to Cut Consumer Ads

Home Furnishings Market Reviews Sagging Statistics, Unoptimistic Forecasts

CHICAGO, Jan. 6—Furniture manufacturers generally will curtail their consumer advertising in 1961, but there will be no significant cutback in their trade ad expenditures, John S. Creech, president of the Southern Furniture Manufacturers Assn., told ADVERTISING AGE yesterday.

Furniture advertising will be better and more effective this year, "communicating values" in a stronger fashion, but it is not likely that budgets will be increased, according to Tinsley W. Rucker III, president of the National Assn. of Furniture Manufacturers.

The industry leaders presented their views on trends in their field at a business press conference a day before the opening of the International Home Furnishings Market, sharing the speakers' table with John E. Sevcik, past president of the National Assn. of Bedding Manufacturers.

■ Mr. Sevcik, president of Burton-Dixie Corp., Chicago, expressed his satisfaction with the progress the bedding industry is making in bettering its ways in the advertising field, in which, according to him, it has been "a sinner." He cited the intra-industry effort to stamp out fictitious price advertising and pointed to its cooperation with better business bureaus, chiefly in Chicago and New York.

Housewives don't put much trust in retail store ads and depend more on the manufacturer and his warranties, Mr. Sevcik noted, and predicted that manufacturers will stress specifications and "fact tags."

Mr. Creech and Mr. Rucker, presidents, respectively, of Unique Furniture Makers, Winston-Salem, and Dixon-Powdermaker Furniture Co., Jacksonville, said the industry is limited in its advertising effort by the small average size of its members. "We are an industry of small enterprises," Mr. Rucker said, adding that perhaps only one of the 3,000 companies in the field ranks as "big business" by general standards.

■ Mr. Creech said he envisions no sudden upturn in volume for the furniture industry in the first six months of 1961. "Other industries closely allied with the furniture business are looking for nothing rosier than equal volume with the same period in 1960," he noted.

Mr. Rucker reported the national association's estimates that shipments of household furniture during the first 11 months of 1960 were down 4%; orders off 9%; payrolls down 3%; and employment down 2%, all compared with the like period in 1959.

He said he saw "a glimmer of blue sky" for the furniture manufacturers in a report of the National Assn. of Home Builders, that its members plan increases in construction as individual builders, even though they see no total increase from the 1959 level.

Mr. Creech was more optimistic in his predictions. He said that better product values, forced by a tougher selling climate, combined with the fact that the American consumer "is far from being broke," will make it possible for the industry to do good business. "And it won't take until the last

(Continued on Page 12)

Highlights of This Week's Issue

Formfit Co. will spend $700,000 in newspapers, Sunday supplements and magazines from January through June to promote "that Formfit feeling" ....**Page 4**

Endo Laboratories promoted Maurice A. Deane from advertising manager to general sales manager ....**Page 6**

The American Weekend switches the printing of its four-color magazine section from Germany to the U. S. ....**Page 8**

Dana M. Hill, formerly marketing director of the frozen cooked foods division of Stouffer Corp., joins the packaging division of Mead Corp. as director of marketing services, a new post ....**Page 26**

Alcohol and tobacco tax division of the Internal Revenue Service schedules hearings for March 21 to discuss the newly developed process of concentrating beer by freezing it, removing the ice crystals, then reconstituting it by adding water and carbon dioxide ....**Page 29**

Foam-ettes Inc. launches a six-month saturation radio campaign in California for Foam-ettes, dentifrice in tablet form ....**Page 30**

Raeford Worsted Co., division of Burlington Industries, sets one of the most expensive network radio and newspaper campaigns ever undertaken by a fabric mill to promote its Raeford 2/80s men's tropical suitings ....**Page 36**

Noxzema Chemical Co. will enter the makeup field this month with the introduction of Cover Girl pressed powder and liquid makeup, "the medicated glamour makeup by Noxzema" ....**Page 56**

Edward Petry & Co. analysis of Advertising Age's Top 100 advertiser expenditure studies for the past four years reveals spot tv is growing twice as fast as any other leading medium among the Top 100 ....**Page 58**

Levin's department store, Asbury Park, N. J., advertisement invites unhappy recipients of Christmas gifts to return them to Levin's for exchange, no matter where the gifts had been bought ....**Page 62**

Washington National Insurance Co. will celebrate its 50th anniversary by naming its first agency this month ....**Page 71**

Young Television Corp. develops a tv rate card which does away with frequency discounts and allows for immediate adjustment of rates to accommodate the changed popularity of time periods ....**Page 72**

Colston E. Warne, president of Consumers Union of the U. S. and professor of economics at Amherst College, calls for a "more positive approach" to advertising ills to halt loss of confidence ....**Page 76**

Federal Communications Commission leases floor and antenna space in the Empire State Bldg. for its uhf tv test in New York ....**Page 79**

E. B. Weiss, vp and director of special merchandising service, Doyle Dane Bernbach Inc., sees managers of 2,000 chain super-stores emerging as individual super-forces in marketing ....**Page 83**

Nell S. George, manager of advertising and marketing services of the international division of Minnesota Mining & Mfg. Co., says an adman should act like a business man to gain the confidence of a business man ....**Page 92**

El Al Israel Airlines tv ads deal with three-abreast seating on all economy class flights across the Atlantic and uniformity of airline fares, subjects previously avoided by airlines ....**Page 96**

American Marketing Assn. survey reveals teachers feel advertising instruction in U. S. colleges can be improved by fostering the attitude that advertising education is an academic discipline ....**Page 97**

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Newspapers Now Offering Bulk, C-I-D and Other Frequency Discounts ....**Page 94**

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Canadian Ad Groups Stiffen Request to Curb U.S. Magazines

OTTAWA, Jan. 5—Canada's two leading advertising associations today revised their recommendations regarding control of Canadian editions of U.S. magazines. The revision, submitted to the Royal Commission on Publications, suggests that it be mandatory for non-Canadian publications accepting advertising designed for Canadian consumers to print in Canada.

The Assn. of Canadian Advertisers and the Canadian Assn. of Advertising Agencies said in their original recommendation: "May we respectfully suggest therefore that the commission explore the possibility of steps which would make it economically more desirable for publications accepting Canadian advertising—advertising, that is, which is addressed to the Canadian consumer—to print and publish in Canada (AA, Dec. 26)."

Today, the ACA-CAAA submission said the meaning of this recommendation might have been clearer had it read as follows:

"We respectfully suggest therefore that the commission explore the possibility of making it mandatory for non-Canadian publications accepting Canadian advertising—advertising, that is, which is addressed to the Canadian consumer—to print and publish in Canada."

■ The associations' supplementary submission said that this would have the effect of causing certain U.S. publications with special "Canada" sections to cease publishing "Canada" sections carrying Canadian advertising.

"It would also have the effect of causing U.S. publications, now making available split-runs or regional advertising to Canadian advertisers, to cease publication of these split runs and would prohibit those U.S. publishers who may presently be contemplating the use of this technique from doing so."

The submission said the effect would be to create a "climate more favorable to the long-range development of Canadian publications."

CANADIAN MAGAZINE PAGES DIP; VOLUME UP

(See tabulation on Page 12)

TORONTO, Jan. 5—Canadian magazine linage was off slightly in 1960, but dollar volume made a healthy advance, according to figures tabulated by the Magazine Advertising Bureau of Canada. Dollar volume last year for books reporting to the Canadian Magazine Advertising summary was $22,328,641, as compared with $20,731,963 in 1959. Linage dipped to 3,329,499 lines from 3,333,860.

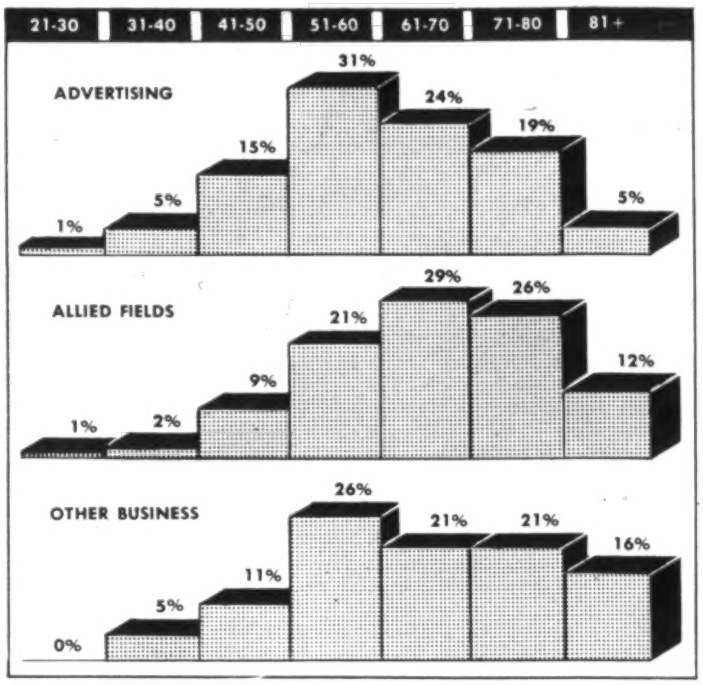
Four magazines reported volumes above the $4,000,000 level. These were *Chatelaine*, $4,917,422; *Reader's Digest* (English and French editions), $4,737,797; *Time*, $4,339,492; and *MacLean's*, $4,329,248. Four magazines thus accounted for a combined total of $18,323,959.

For the month of December alone, magazines were off both in lines and dollars. The totals: 263,925 lines last month as compared with 287,876 a year ago; and $1,725,831 last month as against $1,808,786 in December, 1959. #

Maggie Martin Joins RAB

Maggie Martin, formerly copy chief and retail coordinator of Wyse Advertising, Cleveland, has joined the Radio Advertising Bureau, New York, as a radio counselor for major retailers. Wyse is the agency for Higbee Co., Cleveland department store where RAB is conducting an extensive test of the selling power of radio.

Breakdown of AA Obits by Age



Average Age at Death of Admen in '60 Was 60 Years, Down Slightly from '59

Median Age Was 59; 48% of Deaths Occurred at 61 and Over, AA Finds

CHICAGO, Jan. 3—The average age at death of advertising men in 1960 slipped back somewhat, to 60 years from 60.9 years in 1959, in the annual study compiled from obituaries carried in ADVERTISING AGE during the year.

The figure for advertising men was compiled on the basis of nearly 200 obituaries carried up to the end of the year.

The average age at death of men in fields allied to advertising—publishing, broadcasting, public relations, etc.—was 66. This figure is based on a little over 200 obituaries carried in AA. The average age of men in businesses other than advertising and allied fields—as reflected in 19 obituaries carried in AA—was 64.

■ The median age at death for advertising men was 59; for those in allied fields, 65; and for those in other businesses, 63.

The youngest adman at death was 25 years old; the oldest was 87. The youngest in allied fields was 24 years old; the oldest 96. The youngest in other businesses was 39 years old; the oldest 89.

The average age at death of admen in past years has been:

1949	62.0	1955	58.9
1950	57.5	1956	57.9
1951	57.3	1957	63.0
1952	61.3	1958	60.3
1953	58.8	1959	60.9
1954	61.5	1960	60.0

About 48% of deaths among admen were in the age group from 61 years and over, compared with 49% in that age group in 1959. Comparatively, some 67% of deaths in allied fields were in the 61-and-over category, compared with 56% in 1959. And 58% of the deaths in other businesses, as recorded in AA, were in the 61-and-over category, compared to 85.5% in 1959.

■ Young as the average age at death of admen is in this study, evidently the pace in at least one other field is more killing. Figures released by the National Automobile Dealers Assn. at the end of 1960 show the average age at death of automobile dealers is 59.

The Institute of Life Insurance reports that the life expectancy for the white U.S. male at birth in 1958 (latest year for which figure is available) was 67.2. The expectancy in 1957 was 67.1.

The American Dental Assn., following a 1955 survey, reported the average age at death of dentists in that year was 68.9 years.

The American Medical Assn. reported the same age at death for physicians in its last such study made for the years 1949-'51 and released in 1956. #

Veckly Named 'Industrial Adman of Year' by 'IM'

CHICAGO, Jan. 6—John Veckly, director of advertising of U.S. Steel Corp., has been chosen "Industrial Adman of the Year" for 1960 by *Industrial Marketing's* "Copy Chasers," anonymous critics who write a column in the magazine.

John Veckly

Mr. Veckly was chosen solely on the basis of the quality of the advertising that he supervises. According to the Copy Chasers, who announce their choice in *Industrial Marketing's* January issue, "No other industrial advertising during 1960 came anywhere near being in the class with U.S. Steel's."

Citing several outstanding campaigns of the company, the critics declare: "U.S. Steel's advertising is setting standards of 'reader appeal' against which other industrial advertising will be measured."

According to the critics, U.S. Steel "uses advertising techniques that make steel look like the latest thing from the laboratory, while the copy talks about the utilitarian aspects of steel."

■ A bronze plaque—the 23rd such annual award made by *Industrial Marketing*—will be presented to Mr. Veckly at the Jan. 12 meeting of the Pittsburgh chapter of the Assn. of Industrial Advertisers. #

Visit Colleges Now, Shell Advises Teens in Institutional Ads

NEW YORK, Jan. 6—Shell Oil Co. is using its radio commercials to suggest that now is a good time for high school students to start thinking about college and that a trip to visit colleges is a good way to decide on which to attend. The commercials end with the thought that the Shell travel bureau is glad to plan the trip for the family.

Here is an example of this institutional selling, which is being carried over WQXR during the commercial breaks on an hour program, "Shell Stereo Previews":

■ "Two weeks ago, we urged high school students to start planning now for college—and to visit the colleges they are thinking of applying to. Very often, such a trip can serve as the basis for a highly satisfying tourette for the whole family. One of the prime target areas for prospective college students is that in and around Cambridge, Mass., where, in addition to Harvard and M.I.T., are located such diverse institutions as Brandeis and Tufts . . . Wellesley and Simmons . . . Boston College and Boston University.

"And the area is no less rich in historical and cultural resources. The younger children, especially, will enjoy climbing aboard the ship Constitution—or Old Ironsides—in Boston Harbor, and seeing the Old North Church where 'One if by land and two if by sea' signaled the start of Paul Revere's famous ride.

■ "The campuses themselves are almost as deep in tourist attractions as in pedagogy. For instance, if you're a theater-goer, you'll enjoy visiting Harvard's new Loeb Drama Center—one of the most advanced theatrical installations in the country.

"But whatever college or area you decide to visit, let the Shell travel bureau plan your driving for you. Just give them two weeks to prepare your individual routing. There is no charge for this service, and your neighbor Shell dealer will gladly relay your request."

This Shell institutional series, which has been running over WQXR for more than a year, is placed through Kenyon & Eckhardt. The series is fed to some of the stations on the WQXR network. #

Sears, Ward, Alden, Spiegel Catalogs Out

CHICAGO, Jan. 5—Sears, Roebuck & Co., Spiegel and Aldens Inc. joined Montgomery Ward & Co. *(see story on Page 32)* in mailing 1961 spring and summer general catalogs this week.

Sears, which is holding a yearlong Diamond Jubilee celebration, announced that the average prices in its new catalog are 2.4% lower than a year ago and have reached the lowest level in six years. The 1,462-page catalog, which contains approximately 140,000 consumer items, is being distributed to nearly 9,000,000 families. It is published in 11 regional editions.

■ Spiegel said a cross-section comparison of standard quality items shows price levels 1% lower than last spring's catalog. The 584-page Spiegel book has 229 pages in color, a record number.

■ The Aldens catalog has prices averaging "3% below last year's catalog, reflecting the current competitive market," according to Robert W. Jackson, president. The 750-page catalog contains 327 color pages and is 11% larger than last year's 676-page spring book. #

Sales Success of Glis Leads to Glisade Bow

Spot TV Ads for Spray Starch Made Aerosol Corp. No. 34 User of Medium

WELLESLEY HILLS, MASS., Jan. 5—Glis spray starch, a product less than a year old, spent nearly $700,000 in spot tv during the third quarter of 1960—enough to make it the 34th biggest spender in the medium in that quarter, according to the Television Bureau of Advertising (AA, Dec. 12).

Aerosol Corp. of America, maker of Glis, now is introducing a companion product, Glisade fabric conditioner, in the East. Said to keep clothes fresh-looking longer, Glisade was first introduced in Boston last September and in New York in November. Spot tv has been used in these markets, backed with some spot radio and newspaper advertising. James R. Barnet, Aerosol's president and treasurer, said he will "play it by ear" regarding the product's future distribution, expanding it to new markets where and when it seems most feasible.

■ The newest tv commercial for Glisade shows an elderly lady ironing. As she repeats the product's main copy line, "Glisade cuts my ironing time in half," half of a wall clock falls to the floor. Glisade can be used for everything that is ironed, Mr. Barnet said.

Glis, the first spray starch in the East, according to Mr. Barnet, was first tested in Manchester, N. H., last March. Radio and newspapers were used, with only a little television. But since the product was introduced in Boston April 15, spot tv has been its mainstay. TvB reported a $120,530 spot tv expenditure for Glis in the second quarter

(Continued on Page 93)

57% of Industrial Advertisers Hike '61 Budgets: 'IM'

CHICAGO, Jan. 6—Ad budgets are going up in 1961 for nearly 57% of the nation's industrial advertisers, according to the annual nationwide survey conducted by *Industrial Marketing* and reported in its January issue. (The results are in general agreement with those reported last week by Assn. of Industrial Advertisers [AA, Jan. 2].)

Returns from a cross-section sample of 1,552 *IM* ad manager subscribers showed that 56.7% have larger budgets this year than last, while 26.2% will operate at the same level; 17.1% have lower 1961 budgets than they had in 1960.

This marks a change from last year's pattern, when 73.5% reported increases over the previous year's budget level; 21.6% reported no change; and only 4.9% were cut back from their 1958 budgets.

Among those with increased 1961 budgets, the boost did not, in many cases, reflect expansion of the companies' over-all ad programs but rather, as indicated on several questionnaires, "a cost-of-living increase."

■ The *IM* survey also unearthed a changing pattern in budget-setting methods this year. Previously the "task" method had been gaining ground steadily each year. Survey respondents this year, however, reported percentage of sales gaining

(Continued on Page 50)

Formfit Sets $700,000 Drive in Print Media

CHICAGO, Jan. 4—Formfit Co. will spend $700,000 in newspapers, Sunday supplements and magazines from January through June to promote "that Formfit feeling."

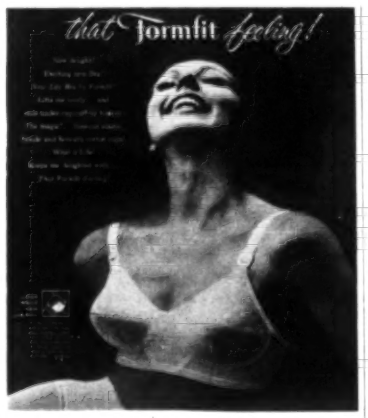
The money will be divided 70-30 between newspapers, including supplements and magazines.

The company continues its heaviest concentration in the newspaper medium, with five pages each scheduled in *Parade*, the Metropolitan *Sunday* group and 54 locally edited supplements. *This Week Magazine* will carry one page. There will also be five insertions each in 24 newspapers.

In magazines, in the six-month period there will be monthly pages in *Life*. Two spreads each will appear in *Glamour*, *Mademoiselle* and *Seventeen*. Two pages are scheduled in *Vogue*. A spread is set for *Harper's Bazaar*. With the exception of the latter, which will be in full color, the magazine insertions will be b&w.

■ The "Laughing Girl" will model the garments in the drive. Copy will be shorter, and larger type will be used, according to Arthur H. Baum, advertising and pr vp.

Tatham-Laird is the agency. #



FORMFIT UPLIFT—*This b&w page will run in This Week Magazine Feb. 12 and in Parade Feb. 19 as part of Formfit Co.'s $700,000 spring drive. Tatham-Laird, Chicago, is the agency. Retailers will be offered a program of selling aids coordinated with the national campaign.*

Schenley Boosts Two

In line with Schenley Industries' decision to revive Melrose Distillers Co. as an independent sales unit (AA, Jan. 2), Jack H. Hornsby, formerly vp in charge of monopoly states, has been named divisional exec vp and general sales manager. Harry J. Greenwald, vp in charge of control states, has been named vp and general sales manager of Schenley Distillers Co.

Brands' Popularity Varies with Cities, TvAR Study Shows

NEW YORK, Jan. 4—Brand comparison studies made by Television Advertising Representatives continue to provide strong arguments for the selective buying of advertising.

The latest TvAR brand survey of the five Westinghouse tv markets—Boston, Baltimore, Pittsburgh, Cleveland and San Francisco—again shows significant market-by-market variations in product usage and brand preferences. Pulse Inc. made the study in July covering eight products: beer and ale, cigarets, coffee, cold cereals, dog food, gasoline, milk additives and tea.

■ Among the highlights:

• Nationally distributed gasolines and beers have their work cut out for them. In both these categories, local and regional brands tend to rank first in popularity.

• Pittsburgh, where about 13% of the families are using the product, looks like fertile territory for instant tea, but consumers in the other four cities have not been so eager to try this new product.

• Some 41% of the families in Baltimore now make their coffee the lazy, instant way, but Pittsburgh housewives—by a small margin—still tend toward the old-fashioned way of making coffee and prefer the regular style.

• Robert M. Hoffman, TvAR director of marketing and research, sensed a hint of a shift from filters back to the non-filter cigarets on the basis of studies made since July, 1959. After gains in earlier studies, the current study shows a drop-off in certain markets in the percentage of men and women smoking filter brands.

• Cleveland has more dog lovers than any other city, with 33% of the families owning a dog, against an average of 25% in other areas. Cleveland and Baltimore dogs—or their owners at least—preferred canned dog food, while Boston chose dry dog food.

• Maxwell House instant coffee, Lipton tea, and Kellogg's corn flakes ranked first in their respective product categories in all of the five markets surveyed. But even in the cases of these leaders, acceptance varied greatly from market to market. Lipton tea, for example, was purchased by 78% of the tea-drinking families in San Francisco, but only by 25% in Pittsburgh.

The moral to be drawn from this study, as pointed out by Larry H. Israel, vp and general manager of TvAR: Each product should tailor its advertising to the habits of each particular market. #

'Building Products' Offers New Split-Run Plan

Building Products is now offering a new "split audience copy" concept to advertisers in the publication. By using a tightly controlled system of production scheduling, it is now possible to stop the press at the completion of the copies directed to builders, pull the plates of "split audience copy" advertisers, and lock in architect-directed advertising plates.

Building Products' circulation currently consists of 67% builders and contractors and 33% architects.

Revlon Names Oppenheim

Revlon Inc., New York, has appointed Robert Oppenheim director of marketing for hair color. He was formerly with Clairol Inc.

Want your advertising to reach "hand-picked", eager-to-buy prospects like these? Place your selling messages where they're sure to hit these people! In OUR SUNDAY VISITOR and THE REGISTER—the Catholic weekly newspapers that are read so faithfully by millions of bigger, more youthful American families!

Impartial studies show that you surround your advertising with remarkable trust and confidence when it appears in the Our Sunday Visitor-Register Unit. It adds up to an atmosphere that builds strong brand preferences for important national advertisers. Could be a powerful selling factor for you! Get the detailed facts—and *you* be the judge!

What every advertiser should know about OSV-Register families

- 1,764,362 *solid* A.B.C. circulation.
- In 1959, they welcomed 332,371 new babies into their homes—more than were born in the same year in New York City, Chicago, Baltimore and Boston combined!
- 78% live in their own homes!
- Median income is $6,317.
- About 23% will be in the market for an automobile in 1961.
- They're thirsty—93% use soft drinks regularly in the home!

OUR SUNDAY VISITOR - REGISTER UNIT

21.8% COVERAGE OF THE ENTIRE U. S. CATHOLIC MARKET

ABC

Represented nationally by

C. D. BERTOLET & COMPANY, INC.

CHICAGO-30 N. Dearborn St., CEntral 6-0481 • NEW YORK-10 E. 39th St., Room 519/LExington 2-8188

In the Top 20 in Total Retail Sales

General Merchandise Sales Grow Faster in Greensboro

In category after category, Greensboro stands out among the NEW South's top markets—ahead of Charlotte, Jacksonville, Norfolk-Portsmouth and closely following top markets like Louisville and Birmingham. Enter this thriving market through the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation: over 400,000 readers.

Write on company letterhead for "*1960 Major U. S. Markets Analysis*" Brochure of all 300 Metropolitan Markets.

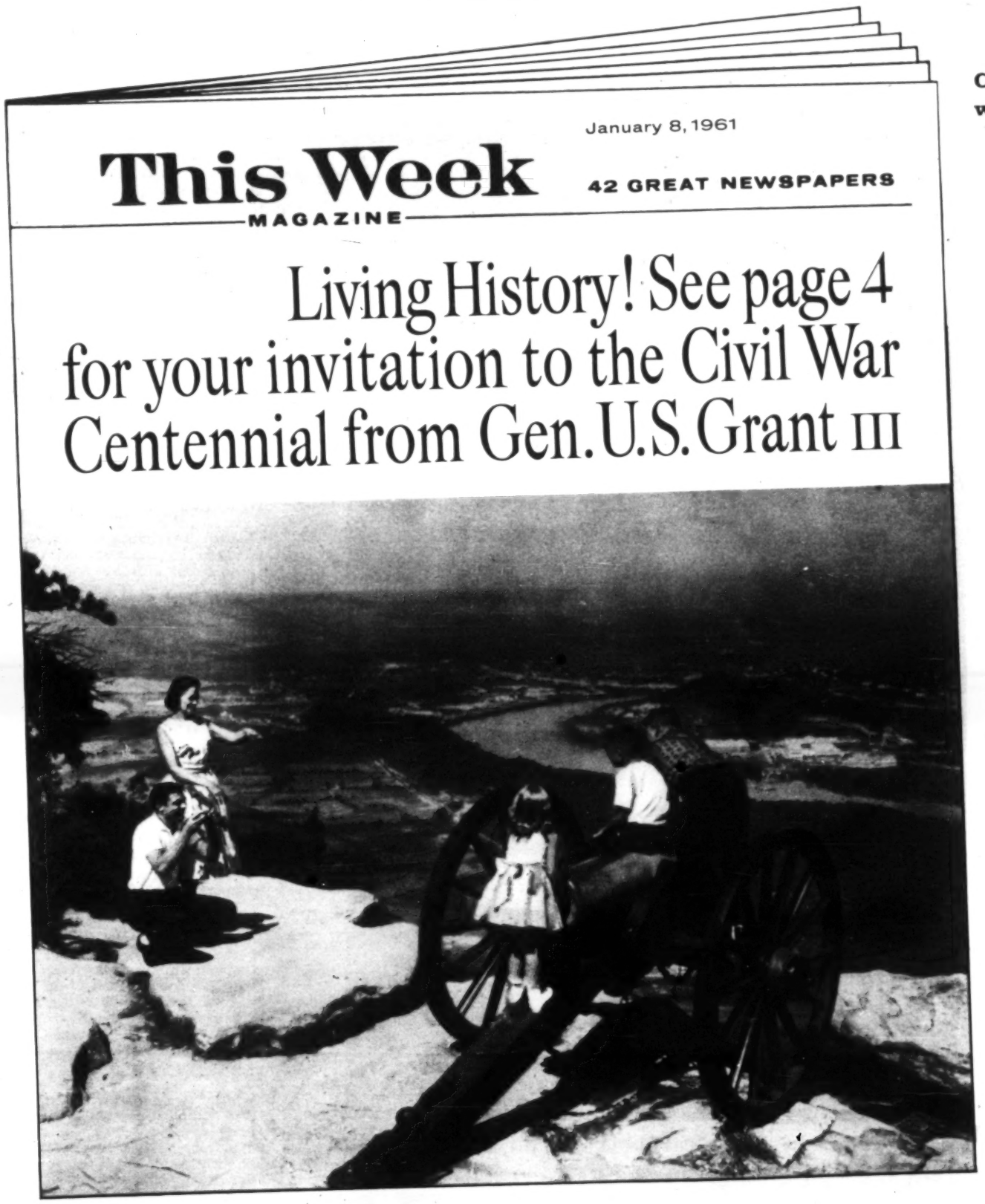
Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.

USING IT This Week ?

In today's savagely competitive market, more and more advertisers are turning to the selling power of THIS WEEK Magazine. Top Manufacturers will invest $11,780,000 in THIS WEEK Magazine in just the last quarter of 1960 alone—an increase of 5% over 1959!



Check these top advertisers who are using it this week!

PAGE

Campbell's Tomato Soup
Capitol Record Club
Chevrolet
General Mills, Inc.—
Betty Crocker Devils Food
Country Kitcher Cake Mix
General Mills, Inc.—
Bisquick
General Motors Corporation
Lever Brothers Co.—
New Liquid All
Lipton Chicken Noodle Soup

THREE-FIFTHS OF A PAGE

Helene Curtis Industries, Inc.—
Enden Shampoo
Log Cabin Syrup

HALF-PAGE

Swift & Company—
Brown 'N Serve

OTHER

Brillo Soap Pads
Campana—
Italian Balm
Campho-Phenique Antiseptic
Dr. Scholl's Zino Pads
Geritol
Klutch
Listerine Antiseptic
Midol
Midland Pharmaceutical Company—
Snug Denture Cushions
Murine
Vick Chemical Company—
Vicks Cold Tablets
Z. B. T. Baby Powder

To move goods fastest...use

THE MOST POWERFUL SELLING FORCE IN PRINT!

CIRCULATION MORE THAN **13,000,000**

Deane, New Endo Sales Head, Believes Field Work Helps Make Ads Believable to Doctors

NEW YORK, Jan. 3—"If you are chair-borne, you are likely to produce ads that other advertising managers like."

So says Maurice A. Deane, who was promoted Jan. 1 from advertising manager to general sales manager of Endo Laboratories, Richmond Hill, N.Y., drug manufacturer.

Maurice A. Deane

In his new post, Mr. Deane will continue to direct advertising. He has been advertising manager since 1951.

Endo is a small company, privately held, and the general sales manager's post is a key one. Prior to Mr. Deane's appointment, the company had only one sales manager in its 35-year history—Joseph Ushkow, who is now president.

■ A marketer of ethical specialties, several of which have strong market positions, Endo does not reveal its sales figures, but the company's volume is estimated in trade circles at $15,000,000. As such, it is probably the largest completely family-owned drug company in the nation.

There is no stock outstanding and the company has only six top-level executives. It is a closely-knit company and Mr. Deane is a member of the family, being a son-in-law of Mr. Ushkow.

Along with other ethical drug outfits, Endo has increased its advertising substantially in the past 10 years. Under Mr. Deane's direction, the company, known widely for its emphasis on selling through detail men, has increased its ad expenditures by 10 times.

■ Mr. Deane said, in an interview, that Endo will be spending more than $1,000,000 on advertising in 1961. Well over half of this expenditure will go into direct mail. The company favors direct mail over medical journal advertising by two-to-one.

In his new post, Mr. Deane hopes to be able to coordinate more effectively the sales and advertising functions. Detailing—the personal call of a sales representative on a doctor—will continue to be the heart of the marketing operation.

For its size, Endo has a huge detail force—250 men scattered across the country. The company's detail expenses exceed advertising costs by nearly three times. Mr. Deane himself has detailed and he expects to continue to call on doctors. Mr. Ushkow, the president, still calls on doctors.

■ "This in-the-field experience contributes a great deal of first-hand information about our products," he pointed out.

Mr. Deane said he believes that these field calls help to produce advertising which is meaningful to doctors. "In medical advertising, you can't talk up and you can't talk down," he noted.

As an example of what he believes is effective advertising, he cited Endo's current campaign for Hycomine, a top-selling prescription cough remedy. Journal and direct mail ads have utilized a humorous approach to get the attention of doctors. Example: Picture of an orchestra conductor turning around to say: "Who coughed?"

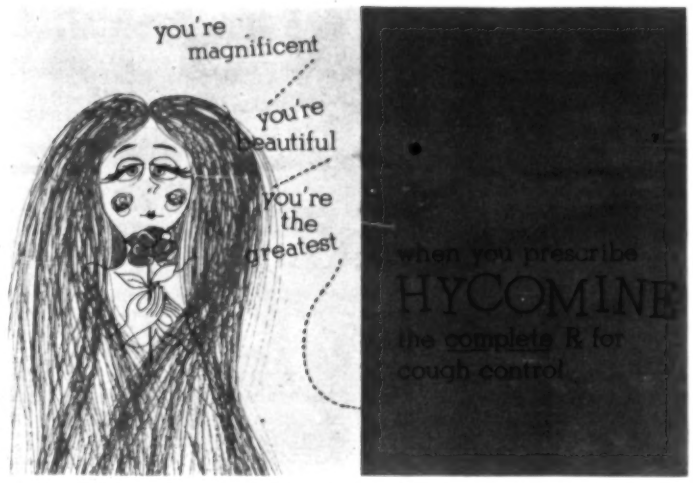
In addition to Hycomine and a companion product, Hycodan, Endo markets Coumadin, the largest selling oral anticoagulant (used in heart cases to prevent clotting—President Eisenhower has been a user), and Percodan, a narcotic pain reliever. Endo is one of the nation's largest producers of narcotic drugs.

Hycomine and Coumadin are less than five years old. Percodan was marketed eight years ago.

■ From his experience in the field, Mr. Deane recognizes that detail men "fear advertising because they're afraid it will do away with them." One of his experiments at Endo was to take the five New England states, where sales were weak, and concentrate advertising there. He found that advertising support of the detailing was a sales-producer. He even found that in a state where the number of doctors is small and the distances between them great it was more economical to use advertising alone than to sustain a man in the state.

As a result, Endo today places greater reliance on advertising to achieve sales coverage. Paul Klemtner & Co., Newark, is Endo's advertising agency.

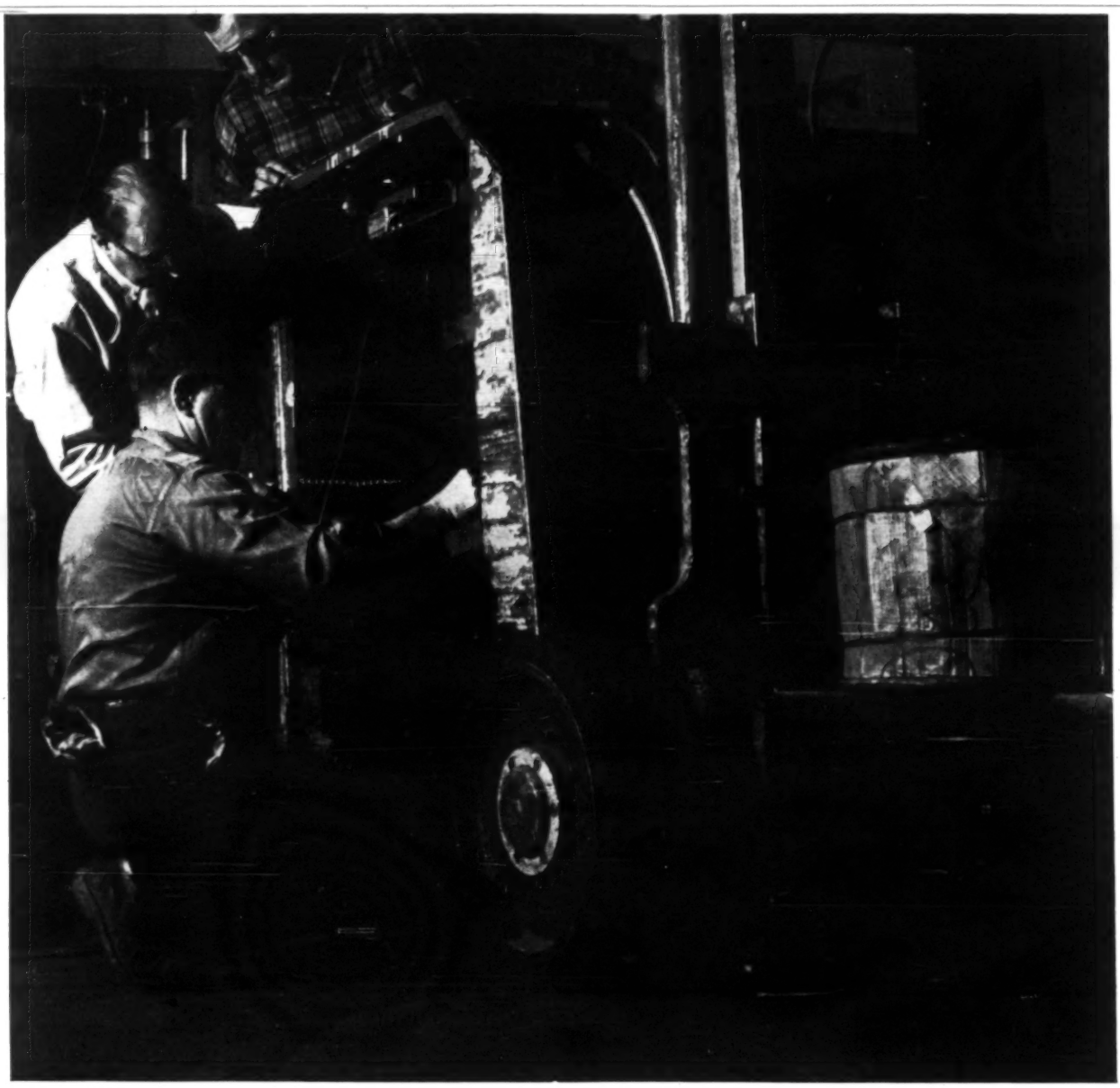
■ Prior to joining Endo, Mr. Deane was a clinical psychologist for the State of Connecticut. As an ad manager, he has had to become knowledgeable in different areas. For example, he has become somewhat of an expert on paper since Endo produces its own direct mail and buys its own paper. "In the beginning," he said, "I used to buy paper in case lots. Now I buy it by the carload." #



GREETINGS—*One of the problems in medical advertising is to keep the doctor from throwing away your direct mail unopened. Endo Laboratories feels it licked this with its current Hycomine campaign, using mail pieces and envelopes like this one, which simulate greeting cards. The front of the card is at left. At right is the message inside.*

Dallas-Fort Worth Art Exhibition Announced

Entry deadline for the fourth annual Southwestern Exhibition of Advertising Art has been set for Jan. 25. Awards will be made March 18. Entry instructions are available from Ferg Harvey, Dallas-Fort Worth Art Directors Club, 816 Rio Grande Bldg., Dallas. The entries will be exhibited throughout the Southwest.



HE'S READY TO BUY... *are you ready to sell?*

MEMO TO ADVERTISERS: It happens hundreds of times a day in plants across the country. New products, new materials, new equipment needed to replace the old. You can capitalize on such sales moments even though you're not there personally. How? By timing your product story in IEN to helpfully coincide with such buying situations. IEN, you know, is read for only one purpose—product information. So it makes sense to be there when your prospect is looking and ready to buy.

More than 81,000 buying influentials...in more than 40,200 plants...in all of the 452 manufacturing industries...want to be informed of your product. Our new Market Data File details how IEN can help you expand present markets and introduce you to new ones. Ask for it today. No obligation.

IEN INDUSTRIAL EQUIPMENT NEWS

Leisure not a Result, but a Cause, in Modern Life

"Leisure time is not simply an attribute of modern life—it is a pervasive force in shaping it. Leisure is a cause.

"Because leisure is usually thought of as something passive, it is seldom credited as a dynamic influence in the character of today's living.

"Nevertheless, it might be argued that if there hadn't been a two-day weekend, today's suburbs might not have been created: or if the 40-hour work week hadn't evolved, exurbanites wouldn't have time for commuting—with a few hours left for golf, scout meetings, shopping centers, and care of the lawn.

"It might also be said that industries as basic as automobiles, housing, and textiles—leaving aside the recreational industries of travel, television, and boating—would not have reached anywhere near their present levels . . .

"Trends in leisure over the next 10 years may therefore be an important consideration in the marketing of many products other than strictly leisure-time products."

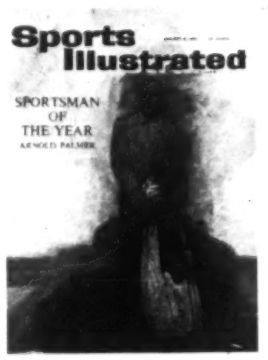
by Marion Harper,
President, McCann-Erickson, N. Y.
(excerpted from a recent speech
at the Chicago Executives Club)

One result of modern gains in leisure has been that literally millions of men and women have become active customers for products and services whose markets could once have been counted in the thousands.

Because of the almost vertical rise in over-$10,000 incomes, in suburban living, and in interest in an active, outdoors way of life, this market has become big enough to earn top priority in the plans of even the biggest advertisers.

And naturally, first on any list of magazines to reach it should be SPORTS ILLUSTRATED—median household income, $10,835 (one of the highest of any magazine), median age of household head, 42 (one of the lowest).

These are the families who have almost literally come into being with the mid-century's Age of Leisure; who best understand and know how to use its new products and services. These 950,000 families' happy preoccupation with the active enjoyment of leisure time has already doubled the magazine's circulation in less than 6 years and increased its advertising revenue five-fold.



Sports Illustrated

'Golf Digest' Adds Two

Joseph Godfrey has been named western manager of *Golf Digest*, with headquarters in the publication's Evanston, Ill., office. He formerly was with *Newsweek*. *Golf Digest* also named Frank Strafaci, executive secretary of the Metropolitan Area Golf Assn., Miami, Florida representative.

'Pool Life' Bows in April

Pool Life, a new magazine with guaranteed circulation of 75,000 pool owners, will be published every other month, beginning in April, by Sheridan Sands Publications, 53 Academy St., Newark, N.J. A b&w page one-time costs $825.

United Motors Names Kane

James P. Kane, formerly marketing specialist for United Motors division of General Motors Corp., Detroit, has been named advertising manager of the division, succeeding Sidney M. Cowen, who retired.

Three Steps in Effort to Halt Seepage of U.S. Gold—by P.O., Advertiser, Publisher

PLUGGING THE GOLD LEAK—*With the government fighting to increase exports, cut down the dollar outflow and maintain gold balances, the Post Office has issued a new stamp cancelation slogan, "Sales Abroad Make Jobs at Home." Observing the first letters carrying the slogan are Arthur A. Kron (left), president of Gotham-Vladimir Advertising and chairman of the New York Regional Export Expansion Committee, and Robert K. Christenberry, New York postmaster. Photo at right, which comes from Saigon, capital of Vietnam, represents another phase of the same struggle. In Saigon 26 U. S. drug and medical equipment manufacturers banded together to stage a week-long "Exposition of American Pharmaceutical Products." The Department of Commerce urges companies in other industries to pool their resources in similar joint exhibitions around the world.*

RESPONSE—able
New York takes home the
WORLD-TELEGRAM

Admen. There's no one like an adman as a target for his own persuasion.

He makes good money and has a million ways to spend it—particularly on his family.

There are so many advertising men in New York that they represent an important market in their own right. And if you want to get into their *homes*, it's the *World-Telegram*.

Survey after survey shows that the World-Telegram is read by more sales and advertising executives than any other New York weekday newspaper. . . and it's the one they carry home* every evening.

So get aboard the medium that sells the best of New York, and pays off in more results per dollar.

**Ask us about them.*

NEW YORK WORLD-TELEGRAM

New York's *quality* evening newspaper

'American Weekend' Shifts Its Magazine Printing to U.S.

WILMINGTON, DEL., Jan. 3—*The American Weekend*, international weekly for U.S. military personnel overseas, has announced that it will switch the printing of its four-color magazine section from Germany to the U.S. "to make a contribution to the balancing of the import-export picture that has threatened the gold position of the U.S."

The families of many U.S. soldiers stationed overseas will be sent home as a result of a government directive curtailing dollar expenditures abroad.

John Wiant, editor of *The American Weekend*, cited this directive in announcing this switch. "The seriousness of the situation insofar as our readers and the country are concerned is such that we felt we must do something more than just devote editorial space to the human anguish involved in the separation of families," he explained.

■ Mr. Wiant said that effective Jan. 28 the magazine section would be produced here by Star Color Press instead of in Frankfurt. The saving in currency outflow is $150,000.

"If every firm operating overseas would do the same thing, the country's gold balance problem would be solved immediately," he said.

The paper will continue to have its r.o.p. printing done in Germany and Japan because the news section deals with current news. The magazine section, dealing in features, will now be working an additional two weeks in advance.

The American Weekend is one of 10 publications produced by the Army Times Publishing Co. of Washington, D. C. #

Tholl Joins Chicago Show

Robert E. Tholl has joined Chicago Show Printing Co. as a sales representative. Mr. Tholl formerly worked for Grant Advertising, Detroit, as a Dodge dealer advertising consultant.

Newsweek is read by more top Washington defense officials than any other newsweekly

In 1961, the Federal Defense Agencies (Army, Navy, Air Force, Office of the Secretary of Defense) will spend an estimated $40 billion. The National Aeronautics and Space Agency plans to spend $600 million. All such expenditures will be controlled by the top officials in these agencies. More of these officials read Newsweek than any other newsweekly. Why? Principally because Newsweek presents the facts the way they need them to make sound decisions—fairly, clearly, completely, across the full spectrum of human affairs. Atmosphere for action!

...ahead of the news, behind the headlines...for people at the top

Shortage of Creative People to Boost Future Agency Costs, Cummings Says

'McCall's' Miller Urges Marketing Men to Revive Contact with Consumer

PHILADELPHIA, Jan. 5—The problem of rising costs—and how they will affect the future of ad agencies, media and marketing—was discussed here today by Barton A. Cummings, president of Compton Advertising.

Speaking at an annual business forecasting conference sponsored by the Chamber of Commerce of Greater Philadelphia, Mr. Cummings said that a big problem facing the agency in the years ahead is an acute shortage of first-rate creative people.

This scarcity, he said, already has "seriously affected agency profitability" by sending salaries for creative people spiralling upward.

Mr. Cummings suggested that agencies institute in-shop training programs for young creative talent and that they increase recruitment of promising candidates from colleges and universities.

■ "The urgency here is great," he said, "and it will become greater because the high cost of creative people is seriously affecting agency profitability. The shortage of creative people is made further acute because we anticipate greater and greater needs for creativity in other areas of agency operation. Advertising in the future will have to be more original, more imaginative, more inventive and executed at a far higher professional level," he said.

Agency training programs, he said, will not only produce this needed talent but will also put an end to the practice of personnel piracy. "The game of checkers in which copywriters and art directors cross the street from one agency to the next when an account changes hands has to end," he said.

■ In the years ahead, agencies must also keep a more watchful eye on holding down market costs. "Clients have a right to expect that we exert the same concern in keeping advertising and marketing costs down which they exert in keeping down their management costs," he said. One good place to start, Mr. Cummings indicated, is in the area of premium giveaways. The agency should go easy on recommending expensive premiums to be given away with the products, because these "sorry and short term and ruinous policies" virtually wipe out the advertiser's profits. Agencies should substitute more creative and effective advertising for premiums, he said.

■ On the media front, Mr. Cummings was loud in his praise of print media—particularly magazines—whose regional and sectional editions have contributed to lower marketing costs. These, he said, eliminate wasteful circulation and allow the advertiser to place ads only in markets in which the product has distribution.

At the same time, however, the rise of the strong regional advertiser will require agencies for national advertisers to improve the quality and effectiveness of advertising in order to compete with strong local brands.

■ Mr. Cummings was somewhat more critical of the broadcast medium, particularly television. He said that in the '60s, television must re-examine costs of time and talent. "The extra, and sometimes unnecessary, costs of package shows and tv commercial production are now merely passed along to the advertiser."

He said that not only must tv hold down time and talent costs, it must also improve the quality of its programming. "Television networks," he said, "will accomplish this partly out of self interest. The law of supply and demand will enter as print offers more efficient and effective means of delivering an advertiser's sales message."

■ Also for the '60s, Mr. Cummings forecast a closer relationship between agency and client because of the "magnitude and complexity" of future markets. At the same time, he said, "we will find more agency people taken into the inner sanctums of the great marketing companies and will find more clients sharing their facts and figures with agencies." This will also mean less agency switching, as clients find that "it is not necessary to change an agency when there is some misunderstanding when the trouble can easily be cleared up by changing the people involved," he said.

■ Another speaker at the conference was A. Edward Miller, publisher of *McCall's*, who warned marketers not to rely too heavily on purely scientific developments in marketing, particularly in the field of research. Describing himself as a former "pseudo-scientific market researcher," Mr. Miller said that in emphasizing the scientific developments of marketing, advertisers must be sure "not to exclude or preclude the creative and artistic and qualitative dimensions of marketing.

"Much too much of marketing research today is devoted to what I like to call statistical navel contemplation," he continued. "This is simply the remembrance and analysis of things past. The current avalanche of electronic data processing equipment being put on the market is abiding and abetting this unfortunate trend."

■ Mr. Miller suggested that marketing men revive the personal touch. "In our present business structure, there is an overwhelming and unfortunate tendency for management to hear what it wants to hear and see what it wants to see," he said.

"Not all of this is deliberate or vicious. It is simply a function of the complexities of our industrial system. There was a time when the producer of a product personnally knew the consumers of his product. Today, there are so many levels between producer and consumer that this personal bridge must be re-established. It can be done very easily and simply by getting management to talk with plain everyday consumers, man to man." #

Mutual Boosts Lichtenstein to Ad Director

Irv Lichtenstein has been named to the new post of director of advertising, sales development and promotion of Mutual Broadcasting System, New York.

Irv Lichtenstein

He formerly was general manager of WNTA, Newark, N. J., and director of promotion and merchandising for the radio station's parent company, National Telefilm Associates.

it's New!
deep dish tuna pizza
APPIAN WAY pizza
Enjoy this Lenten meal ..only 12 cents a serving with
APPIAN WAY pizza
Treat your family to this tempting new deep dish tuna pizza. Here's all you need — the big new package of Appian Way Mix — a 6 oz. can of your favorite tuna — and a dash of cheese. Makes two hearty pizzas for less than $1.00
Recipe in every Appian Way package

LENT IS HERE—*Appian Way deep dish tuna pizza will be plugged in this color half-page in the Feb. 24 Life and the March American Home and Sunset. Radio is also scheduled. Charles F. Hutchinson Inc., Boston, is the agency.*

Dodge Sets Drive for Dart, Lancer

DETROIT, Jan. 5—Dodge division of Chrysler Corp. has set a new campaign for its Dart and Lancer cars including twice-monthly or weekly ads in 1,600 newspapers, monthly four-color half-page spreads in Sunday supplements of 110 newspapers and four-color pages in seven consumer magazines.

The first-quarter newspaper drive, beginning Jan. 10, and designed to "give support to every Dodge dealer," promotes the two cars with the theme, "Standard or compact, you get a great deal with Dodge." Dailies in major markets will run the ads weekly.

■ Sunday supplement half-page spreads will feature the Dart and Lancer separately in 90 major markets. The cars will get individual promotion also in the *Life*, *Newsweek*, *The Saturday Evening Post*, *Sports Illustrated*, *Sunset* and *Time* pages.

Motor Life, *Motor Trend* and *Sports Cars Illustrated* will carry special ads for sports car enthusiasts, beginning with February issues and continuing beyond the first quarter. *California Highway Patrol*, *Law & Order*, *Police Chief*, *National Sheriff*, *ATA News* and *Taxicab Industry* are among magazines that will carry ads slanted to their fields throughout the quarter.

■ In radio, 60-second spots are scheduled in 100 Dodge markets, beginning Jan. 22. Top markets will get about 75 spots a week. A "totally new" series of commercials will be used on the Lawrence Welk Show (ABC-TV). Direct mail is also included in the campaign.

Batten, Barton, Durstine & Osborn is the agency. #

Ford Varies Its Truck Ads by Region in 'Farm Journal' Ads

DETROIT, Jan. 5—Ford Motor Co.'s truck marketing department solved a problem presented by differing regional needs and various models in a somewhat unusual way this season when it introduced its farm truck line in farm publications.

Ford farm media include *Farm Journal*, *Farm & Ranch*, *Progressive Farmer* and *Successful Farming*. *Farm Journal's* regional editions presented a special opportunity.

The company and its agency, J. Walter Thompson Co., found it took considerable planning to feature the right truck in the right edition at the right time. The January issues of the magazine demonstrate how the problem was solved.

■ Ford's first decision was to start strongest in the South. Open weather and a tradition of after-harvest buying make the region a prime market at this season.

In future issues, as the seasonal selling pattern changes, Ford will shift not only the models featured from region to region, but will vary the size of space in different areas. #

Beaumont & Hohman, Durstine (Cal.) Merge

SAN FRANCISCO, Jan. 5—Beaumont & Hohman, San Francisco and Seattle, and Roy S. Durstine Inc. (Cal.), San Francisco, have merged and will operate as Beaumont-Hohman & Durstine.

A joint announcement by Niel Heard, president of Durstine (Cal.), and Henry Hohman, president of Beaumont & Hohman, said there would be "no change of executives in the merger." The San Francisco staff of Beaumont & Hohman will move into the Durstine offices at 1714 Stockton St., while its Seattle offices will remain in the Central Bldg.

The New York office of Roy S. Durstine Inc. will continue to operate under the old name. Mr. Durstine, president and treasurer in New York, and board chairman in San Francisco, will become chairman of the board of the combined

Henry Hohman

Niel Heard

agency on the West Coast. Mr. Hohman will be on the consolidated agency's board of directors and will be chairman of the plans board. W. C. Beaumont, chairman of Beaumont & Hohman, will also be a director.

■ President of the consolidated shop will be Mr. Heard, with John Emmart serving as exec vp and Fred Becker taking the post of vp and secretary. These men are former Durstine officers in California. Officers of the new agency formerly with Beaumont & Hohman are H. C. Cayford, administrative vp, and T. M. White and Stuart Williams, vps. Campbell Beaumont, former vp of Beaumont & Hohman, is now vp in charge of northwest operations of the consolidated agency. He is located in Seattle. #

Aloha Airlines to Fawcett

Aloha Airlines has appointed Vance Fawcett Associates, Honolulu, to handle its advertising.

Knudsen Leaves Smith, Hagel to Join Freystadt

NEW YORK, Jan. 5—William H. Knudsen, chairman of Smith, Hagel & Knudsen for the past year, has left the agency to join E. M. Freystadt Associates as senior vp and general manager.

William Knudsen

Mr. Knudsen reportedly has become a 25% owner of Freystadt. The other stockholders are Everett M. Freystadt, chairman and secretary; Charles E. Ballard, president; and Charles C. Walter, exec vp.

Mr. Knudsen's name will remain on the Smith, Hagel & Knudsen masthead, though he no longer has any interest in the agency.

During his tenure at Smith, Hagel, dating from 1953, the agency's billings were said to have gone from $500,000 to $3,000,000. His new agency is understood to be ready to announce several new clients, but, according to Mr. Knudsen, "I am not anticipating any accounts to follow me from SH&K."

■ However, Smith, Hagel announced the loss of several small accounts personally handled by Mr. Knudsen. They include Samuel Lakow & Sons, office furnishings; New Jersey Machine Corp.; Well-Built Shoe Co.; and William C. Wold Associates, private and commercial aircraft.

The agency has eliminated the title of chairman, held by Mr. Knudsen, and remains under the control of William R. Henderson, president, and William J. Berey, exec vp. Mr. Henderson indicated that the parting was friendly and that "both parties felt their positions were improved by the parting." He put the break down to incompatability of ideas about conducting the affairs of the agency.

In 1954, the agency was known as Smith, Hagel & Snyder. Then Miss B. J. Snyder, exec vp, resigned to get married. A few months before her departure, Ned C. Smith, president, resigned to rejoin Raymond Spector Co. in his old position of vp in charge of creative activities. Raymond C. Hagel resigned as president in October, 1959, to join Crowell-Collier Publishing Co. as president. The present name of Smith, Hagel & Knudsen was instituted late in 1955. #

Carey Salt to Runkle, Kane

Carey Salt Co., Hutchinson, Kan., has appointed Lowe Runkle Co., Oklahoma City, to handle advertising for its table salt and grocery items and has named Kane Advertising, Bloomington, Ill., to handle its agricultural salt advertising. Dancer-Fitzgerald-Sample, the former agency, said the account billed $150,000. Carey would not release current billing figures. Harold Jessen, Carey advertising manager, said media advertising would continue to constitute the bulk of advertising billing.

Gil Burton Leaves GB&B

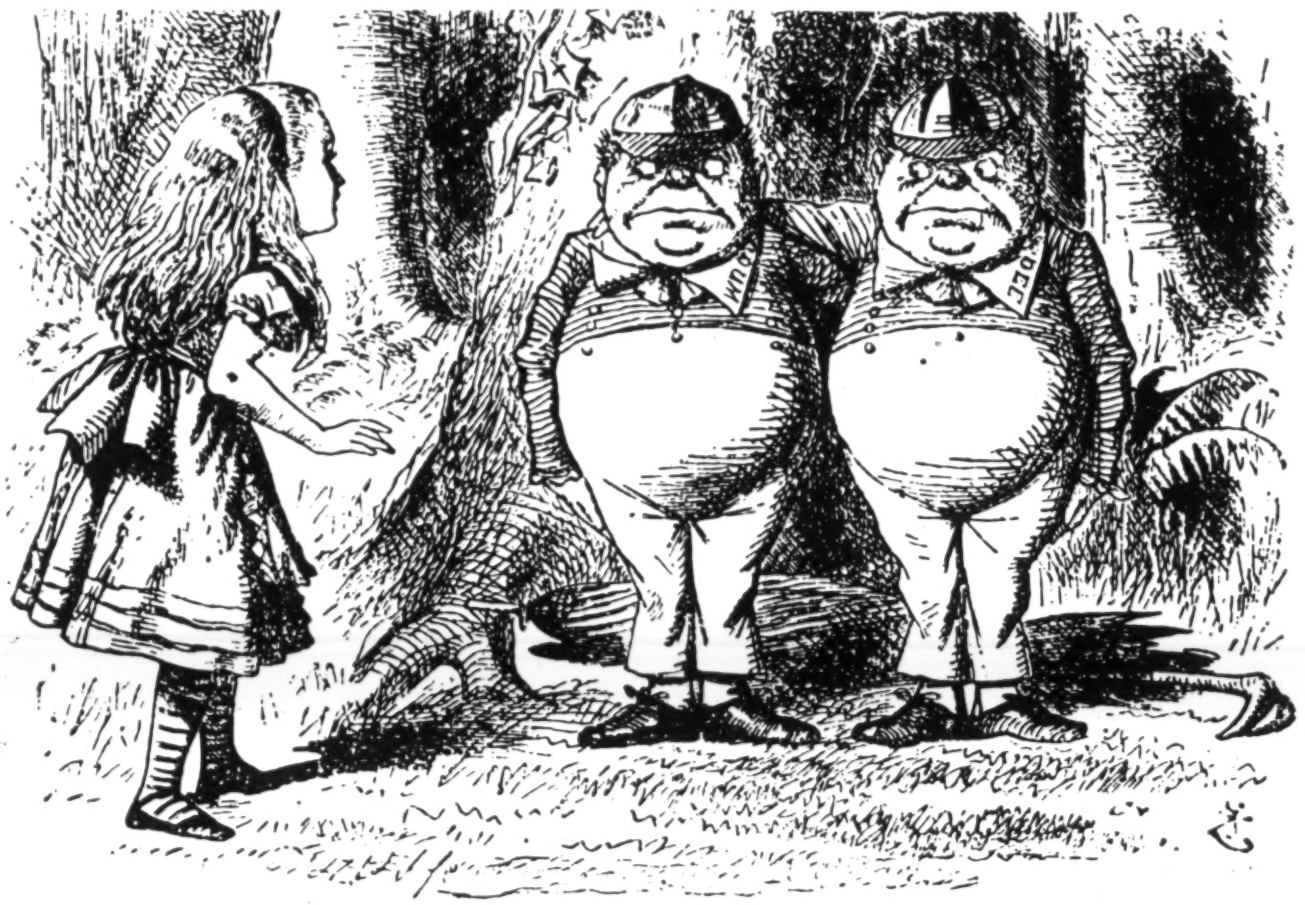
Gil Burton has resigned as manager of all Guild, Bascom & Bonfigli offices. He has not announced future plans. W. B. Franklin was named manager of the agency's San Francisco office two weeks ago (AA, Jan. 2).

Alice in Numberland

Chapter I

Tweedledum and Tweedledee

"They were standing under a tree, each with an arm around the other's neck, and Alice knew which was which in a moment, because one of them had 'DUM' embroidered on his collar, and the other 'DEE'."



Do claims of competing media sound as alike as Tweedledum and Tweedledee? If so, we suggest basic comparisons that will reveal *big* differences . . . differences that are vitally important to you in reaching and selling the metalworking market. For example . . .

Compare PRODUCTION's circulation to all other metalworking publications. You'll find that 99.1% of PRODUCTION's total circulation of over 31,000 readers is concentrated in actual metal-*working* plants. The average for other "metalworking" magazines is only 71.9%! Clear proof that PRODUCTION alone is *the* full-time magazine of manufacturing.

Compare, too, PRODUCTION's unmatched and highly realistic circulation balance of nearly two engineering men to each manufacturing management executive. Add to this the fact that PRODUCTION's restrictive circulation policy allows copies to be sent to the reader *only* at his *company* address — guaranteeing unparalleled pass-along readership. In addition, over 99% of all PRODUCTION subscriptions are addressed not in the company name, but to the individual by name and by title . . . a total package providing PRODUCTION advertisers unsurpassed efficiency in selling to the men who make the buying decisions in the plants which buy over 85% of all metalworking equipment, materials and supplies.

Let us help you take the Tweedledum-Tweedledee out of media statistics. Comparison charts, based on sworn BPA and ABC figures, are yours upon request. Want more proof that PRODUCTION reaches your markets effectively? We'll conduct a special survey—at our cost—directed to your customers and prospects. We're confident it will prove to you that PRODUCTION is an exciting, useful and effective supplement to your sales efforts. Call your PRODUCTION representative or write us direct.

PRODUCTION

the magazine of manufacturing

Bramson Publishing Company, Box 1, Birmingham, Michigan

Creech Predicts Furniture Men to Cut Consumer Ads

(Continued from Page 2)

three months of the year to do it," he said.

Mr. Sevcik was optimistic about the bedding industry in 1961, basing his confidence on housing predictions and small inventories in stores, a fact noted also by Mr. Rucker.

■ Following the furniture and bedding leaders to the Merchandise Mart rostrum, association men of the electrical and gas appliance fields and the home laundry and electronics industries today offered somewhat variant predictions of their respective industries' prospects in 1961.

■ Jack Sparks, vice-chairman of the consumer products division of National Electrical Manufacturers Assn. and vp of Whirlpool Corp., said that the division predicted a 3.5% rise in sales of major appliances in 1961 over 1960, making it "a pretty good year."

Even though sales of major electrical appliances dropped 6.8% in 1960 from 1959, he told his listeners not to "shed any tears" for the appliance manufacturers, because, according to industry estimates, sales of electric ranges in 1961 will rise by 4.9% over 1960; food freezers, 5.3%; dishwashers, 12.6%; food waste disposers, 7.9%; dehumidifiers, 15.9%; and refrigerators, .7%.

■ Manufacturers of gas appliances are neither optimistic nor pessimistic in their sales forecasts for 1961, Wendell C. Davis, president of Gas Appliance Manufacturers Assn. and president of Cribben & Sexton Co., reported. Admitting that 1960 "was not a good year," with an aggregate drop of 11.5% from 1959 levels, he said that sales are expected to continue declining during the first half of 1961.

Because of this decline, the anticipated "fairly strong" rise during the second half of the year will not be "sufficient to record spectacular gains" over 1960, Mr. Davis said. Slight increases are expected for some items.

Even though gas appliance manufacturers had "very little to cheer about," they console themselves with the observation that their sales losses did not equal the drop in new housing starts and that gas ranges, water heaters, central heating equipment and clothes dryers increased their share of the respective markets.

■ Claire G. Ely, chairman of American Home Laundry Manufacturers Assn. and marketing vp of Maytag Co., predicted "no improvement at all during the first quarter over fourth quarter (1960) results, after adjustment for seasonal factors. The second quarter should see a modest improvement, with substantial improvement during the second half," he said. He predicted a total sales increase of about 5% for the year.

In 1960, instead of the generally predicted 4% sales increase, the industry suffered a 14% decline, he said. Last year, an estimated 4,682,000 washers, dryers and combinations were sold, compared with 5,411,000 units moved in 1959, the industry's third best year, according to Mr. Ely.

He attributed the decline to the "extremely important" factor of the replacement market, particularly in the case of the all-important washers, which makes the industry vulnerable to deferral of consumer durable spending—"if the consumer chooses to defer." According to Mr. Ely, "Apparently this is just what many consumers chose to do in 1960."

■ The association has issued the following percentage predictions for 1961: Automatic washers, up 3%; gas dryers, up 9%; electric dryers, up 5%; combination washer-dryers, up 23%; and wringer washers, down 1%, Mr. Ely reported.

■ "About the same as last year in all product categories," the official prediction for 1961 of the Electronics Industries Assn., was reported by Edward R. Taylor, chairman of the association's consumer products division and exec vp of Motorola's consumer products division.

Calling 1960 "a year of deception" in the case of television, with a misleading early rise in sales followed by a reversal at mid-year; a "year of consolidation" for stereo; and a "year of growth" in radio, up 15% over 1960, Mr. Taylor called 1961 "a year of promise" for the industry, then hastily tempered the prognosis with a statement that he "doe n't buy the predictions," because "last year proved that they don't mean a thing."

He added, however, that business might boom in 1961 if the cold war got heated by another sputnik or an international incident. #

National Advertising Co. Advances Garrett, Don Carlos

National Advertising Co., Bedford Park, Ill., a subsidiary of Minnesota Mining & Mfg. Co., has appointed Ross R. Garrett marketing manager. Mr. Garrett, formerly merchandising and sales promotion manager, now heads two marketing areas—the advertising, merchandising and sales promotion function and a new marketing services department responsible for marketing research, training programs and forecasting.

Ross R. Garrett

William C. Don Carlos, formerly of the parent company's advertising department in St. Paul, has been named manager of the advertising, merchandising and sales promotion department. Supervisor of the marketing services department is David P. Wilson, formerly a marketing analyst for National Advertising.

General Controls to Compton

General Controls Co., Glendale, Cal., manufacturer of automatic controls, has named Compton Advertising, Los Angeles, its agency. The company plans to spend more than $250,000 in 1961 for advertising. Hixson & Jorgensen, Los Angeles, is the former agency.

BOATING GUIDE—*This is Page 1 of the 12-page color insert scheduled by Johnson Motors in the March issue of Reader's Digest.*

Johnson Motors Sets 12-Page Color Insert in 'Reader's Digest'

WAUKEGAN, ILL., Jan. 5—Johnson Motors will invest an estimated $375,000 in a 12-page color insert in the March issue of *Reader's Digest*.

The "print spectacular," billed as a "major first in marine industry advertising," will reach the magazine's full 13,000,000 circulation in advance of the spring boating season. An additional 2,000,000 preprints will be distributed by Johnson dealers.

The insert is in booklet form and of the soft-sell variety. Seven of the insert's pages are devoted to general information on boats and related water sports, while the remainder plugs Johnson Motors.

The buy represents "a little less than one-third" of the company's entire space budget, according to Chester D. Palmer Jr., advertising manager. The total budget, including sales promotion, merchandising, etc., is $1,800,000.

In addition to *Reader's Digest*, Johnson has scheduled the insert in the February issue of *Boating Industry*. Supporting the print ads will be "an extensive merchandising program consisting of seven major in-store promotions to take advantage of seasonal factors throughout 1961," the company said.

J. Walter Thompson Co. is the agency. #

Hawkes Joins Stanley

Wilson Hawkes has joined Stanley Publishing Co., Chicago, as regional manager for the territory encompassing northern Illinois, Wisconsin, Iowa, Minnesota, North Dakota, South Dakota and Nebraska. He formerly was a free lance publishers' representative in Chicago.

Rate Differential Extensive in TV: Gardner Study

ST. LOUIS, Jan. 6—Gardner Advertising Co., which has just tabulated the results of a survey made last fall of rate differentials on U. S. tv stations, has concluded that "the practice of offering different rates to different kinds of advertisers seems to be substantially more widespread than might be supposed."

The agency noted that only about one-third of the stations responding—some 422 out of the 488 queried—indicated that the "rates published in Standard Rate & Data are the only rates available."

On the affirmative side, it was pointed out that there is a tendency toward elimination of regional, retail and local rates by tv stations as a result of pressure from national advertisers, agencies and the Station Representatives Assn.

■ Here is what the 422 stations had to say about their rates: National rate only, 155 (36.7%); regional rates, 23 (5.5%); local rates, 96 (22.8%); retail rates, 149 (35.3%); special rates, 28 (6.7%).

These were the classification definitions as used in this study:

Regional—Rates offered to manufacturers, retailers and others located within the state serviced by the station.

Local—Rates offered to advertisers other than retail store operators located in the city and suburbs from which the station originates.

Retail—Rates offered to retail store operators only who are located within the station's city and its immediate suburbs.

Special—All other kinds of rates available to regional, local, retail and national advertisers, but not appearing in Standard Rate & Data.

■ The agency will make this detailed information for each station available to its spot tv buyers. Sources within the agency are convinced that some of the stations which said they had a single rate do offer special rates to certain advertisers though they do not want to admit this in a survey. #

Newmark's Adds Fitch Account

Francis Emory Fitch Inc., New York publisher, has appointed Newmark's Advertising Agency, New York, to handle its advertising. Newmark's also has named Barton Reichert, recently graduated from Columbia University, an account executive.

Leo Burnett Names Moriarty

Leo Burnett Co., Chicago, has appointed Ralph F. Moriarty, formerly marketing manager of the S.O.S. division of General Foods Corp., Chicago, to the post of marketing supervisor.

Don't Exaggerate Crest Claim, ADA Asks Retailers

CHICAGO, Dec. 5—The American Dental Assn. has sent letters to headquarters of about 85 food, variety and drug store chains urging them not to exaggerate claims for Crest toothpaste in local advertising and store displays.

Procter & Gamble's Crest is recognized by ADA's council on dental therapeutics as effective in fighting tooth decay (AA, Aug. 1, *et seq.*), but the association has received complaints that some stores have talked of ADA's "approval" or "endorsement," rather than "recognition."

The complaints, ADA said, have come from dentists, local dental associations and competing dentifrice manufacturers.

■ The letter, signed by Heinz R. Kuehn, who was acting director of ADA's bureau of public information (he has left ADA), pointed out that use of terms like "approval" and "endorse" were inaccurate, and suggested that retailers not mention the ADA recognition in local advertising or display material.

Where specific complaints were received, the retail companies were told of these complaints. Other store chains received letters outlining the ADA position.

The association today said replies received thus far were "without exception" friendly and promised cooperation. None of the advertising cited in complaints, ADA added, was traceable to Procter & Gamble. #

T. L. Anderson Retires as Cockfield, Brown Head

Thomas Leighton (Andy) Anderson, regarded by many as the dean of Canadian advertising, has retired as chairman of the board of Cockfield, Brown & Co., Toronto. He joined the agency 40 years ago. He was, successively, vp and manager of the Toronto office, managing director, president, and, since April, 1958, chairman.

T. L. Anderson

Mr. Anderson retires as a "victim" of the 65-years compulsory retirement policy he helped set a number of years ago. "Advertising is for younger men," he said. "I have no regrets about retiring."

Schneider-Stogel Adds 1

Paul A. Straub & Co., New York, importer of china and crystal, has appointed Schneider-Stogel Co., New York, to handle advertising.

Canadian Magazine Advertising Linage and Dollar Volume, December and Year-End

Source: Magazine Advertising Bureau of Canada

(Story on Page 3)

	December, 1960-1959				Full Year, 1960-1959			
	Lines		Dollars		Lines		Dollars	
Magazines	1960	1959	1960	1959	1960	1959	1960	1959
Canadian Homes	21,775	22,976	69,670	55,186	292,488	300,885	913,888	731,001
Chatelaine	40,474	42,717	382,923	385,095	540,077	506,882	4,917,422	4,375,850
*Chatelaine-La Revue Moderne	21,082	15,242	40,416	31,466	146,627	161,666	288,852	327,803
La Revue Populaire	14,631	17,131	28,737	30,250	196,415	162,022	373,265	273,274
Le Samedi	10,373	15,599	13,429	18,791	126,955	152,943	161,864	192,705
Liberty	11,268	14,240	114,396	141,608	126,502	140,655	1,260,446	1,383,629
Maclean's Magazine	46,717	49,026	332,069	349,939	609,631	637,428	4,329,248	4,496,956
Reader's Digest								
—Combined	14,950	16,503	361,868	376,745	198,272	191,381	3,737,797	4,230,548
—English only	1,274	955	29,663	21,784	19,655	12,148	427,768	246,010
—French only	2,275	3,185	12,159	13,616	32,894	27,480	161,748	139,795
Saturday Night	23,386	19,756	41,508	35,340	227,878	218,558	416,851	397,393
Time	55,720	70,546	298,993	348,966	812,105	821,812	4,339,492	3,936,999
TOTALS	263,925	287,876	1,725,831	1,808,786	3,329,499	3,333,860	22,328,641	20,731,963

*La Revue Moderne became Chatelaine-La Revue Moderne effective October 1960.

Warm Sell

When asked if we favor "Hard Sell" or "Soft Sell" we have a one-word answer: "Neither."

We've found that we do better with what we call "Warm Sell."

What do we mean by that?

We mean selling that starts with honest enthusiasm for an honest product. It is selling born of the deeply held belief that you can't expect a potential customer to be enthusiastic about a product unless you're enthusiastic about it yourself; that you can't expect anyone to become interested in a product unless the man who makes the ad is interested in the product himself.

Most of all, "Warm Sell" means speaking to customers as you would speak to friends.

This inevitably rules out double talk, offensive shouting, and bad taste. It results in advertising with good manners, a warm tone of voice, and the persuasive honesty of enthusiasm.

We have no exclusive on "Warm Sell." Many good agencies practice it and we think it's good for advertising. It takes a lot of perspiration, but it's almost always worth the effort.

We work for the following companies: Allstate Insurance Companies • American Mineral Spirits Co. • Atchison, Topeka & Santa Fe Railway Co. • Brown Shoe Company • Campbell Soup Company • Chrysler Corporation • Commonwealth Edison Company and Public Service Company • The Cracker Jack Co. • The Electric Association (Chicago) • Green Giant Company • Harris Trust and Savings Bank • The Hoover Company • Kellogg Company • The Kendall Company • The Maytag Company • Motorola Inc. • Philip Morris Inc. • Chas. Pfizer & Co., Inc. • The Pillsbury Company • The Procter & Gamble Company • The Pure Oil Company • The Pure Fuel Oil Company • Star-Kist Foods, Inc. • Sugar Information, Inc. • Sunkist Growers, Inc. Swift & Company • Tea Council of the U. S. A., Inc. • Wallace Laboratories.

LEO BURNETT CO., INC.

CHICAGO, Prudential Plaza • NEW YORK • DETROIT • HOLLYWOOD • TORONTO • MONTREAL

1960
1959
1958
1957
1956
1955
1954
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1937
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1935
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1932
1931
1930
1929
1961
1961
1928

YOU LEARN A LOT IN 34 YEARS

Storer Broadcasting Company has learned that responsible, responsive audiences are the keys to success in broadcasting. We've learned that the best way to develop such audiences is to operate in the public interest.

We've learned, too, that before you can sell a product or an idea, you first must earn your position within the community, both as a good neighbor and as a broadcaster of integrity.

For 34 years Storer stations have had responsible, responsive audiences. We are appreciative of this continued interest and confidence; and we will do everything within the bounds of good taste and highest community service to keep them.

STORER BROADCASTING COMPANY

34 years of community service

Radio	*Television*
DETROIT...WJBK	**DETROIT**.....WJBK-TV
CLEVELAND....WJW	**CLEVELAND**...WJW-TV
TOLEDO...WSPD	**MILWAUKEE**...WITI-TV
WHEELING...WWVA	**ATLANTA**.....WAGA-TV
PHILADELPHIA....WIBG	**TOLEDO**.....WSPD-TV
MIAMI...WGBS	
LOS ANGELES...KGBS	

NATIONAL SALES OFFICES: 625 Madison Ave., N.Y. 22, PLaza 1-3940 / 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

The Editorial Viewpoint . . .

A New Crop of Chiselers

Editors and publishers of business publications have been assailing us lately with indignant reports of advertising agencies who are trying to wangle free publicity in their columns by holding out possible advertising contracts as bait. Apparently a new crop of "smart guys," who have not discovered that this old chestnut works only in the publishing slums, so to speak, has come up in the agency and pr business.

One indignant editor wrote such an agency of his amazement "that there are still people around with the unmitigated gall to hand an editor a page and a half of unadulterated product publicity, ask him to publish this publicity so that 'reader reaction' to this type of product might be checked, and to have this publicity *keyed*."

Another equally indignant editor wrote a different agency, which had told him its client would advertise with the book that publicized its product, that "your personal letter which accompanied your release was ill advised, unrealistic and downright disrespectful to the ethical business press."

We agree heartily, of course. We not only believe that efforts to tie advertising to publicity are bad ethics and bad business, but we are convinced that they are essentially dishonest. It's a little saddening that people still try this approach, and (presumably) once in a while find it works. Fortunately, as we have said, it usually works only in what might be described as the publishing slums.

'Image' Pioneer Is Shifting

In view of the current enormous popularity of "corporate image" talk, and corporate image advertising, the plans of Container Corp. to change its advertising approach in a fairly substantial way are especially interesting.

In any discussion of the development of corporate image advertising, as it is now known, certainly Container Corp. must be recognized as a pioneer of vast proportions. Container not only consistently advertised a corporate image with its long-standing "Great Ideas of Western Man" series but was a pioneer in the use of so-called "gallery art," with copy going back almost 30 years.

The art and "Great Ideas" series, in fact, were once so "far out" in advertising terms that only a strong boss-man like the late Walter Paepcke, who *was* Container Corp. for decades, could have kept them running. In more recent years, of course, numerous advertisers, notably in the liquor field, have attempted to surpass them.

Nevertheless, as Container's Ralph Eckerstrom told a reporter, "The 'Great Idea' series has done a wonderful job for us. It has helped sell the company by playing up our knowledge of design." But since Container was so impressive a pioneer in the "image" advertising field, Mr. Eckerstrom's further comments are especially interesting:

"We need to show that we are hard-hitting and sales minded as well. We want to talk about other things in addition to design—our marketing, machinery, research, and the materials we use."

The "Great Ideas" series is not to be abandoned, apparently; merely cut back. But it will be a revolutionary idea indeed for so distinctive a pioneer in image-building to be running mundane advertising discussing such prosaic subjects as machinery, research, materials and marketing.

This Could Be Good News

The Assn. of Industrial Advertisers says, as a result of a survey, that industrial advertisers intend to put 2% more into advertising in 1961 than they did in 1960.

Out of 327 advertisers replying to the study, says AIA, 127 plan to increase their budgets from 5% to 75% (averaging 16%), while 120 expect 1961 expenditures to be "about the same" as in 1960, and 80 are planning smaller budgets, averaging 17% below last year. According to the AIA's arithmetic, this all adds up to a 2% over-all increase in advertising expenditures.

If the figures are accurate, this is exceptionally good news for the advertising business and for the economy. The disappointing figures in the economic picture in 1960 were almost entirely in the industrial end of business, and in some aspects of consumer durables. Generally speaking, the consumer segment of the economy was unaffected by adverse business conditions, and consumer income and expenditures apparently reached new highs.

Thus, if the more volatile industrial segment of our economy is planning somewhat expanded advertising expenditures, the advertising total for 1961 has every chance of setting another new record. And even more important, if industrial sellers are planning to increase their promotion, even moderately, because they believe there is a chance that such promotion will be translated into sales results, then this optimistic outlook on the situation can scarcely fail to be helpful.

The year just ended failed to meet the general expectations for upward economic movement; it may be that the year we are entering will turn out to be somewhat better than is generally anticipated.

Gladys the beautiful receptionist

—Bill Arter, Byer & Bowman Ad Agency, Columbus, O.

"He's a big shot from Detroit on his way to Washington; wants a quarantine on German beetles."

What They're Saying . . .

Overpopulated Waiting Room

We read in the paper the other day that Doomsday is only 66 years away. An Illinois scientist came up with a formula to prove that by 2026 the population explosion will have jammed 10 billion people into the world and that we will all be squeezed to death.

The drug industry can beat that by about 65 years.

All we have to do is cram one more man into the doctor's waiting room and that next noise you hear will be the sound of detailmen slowly squeezing each other into ineffectuality. We don't know whether it's the Kefauver syndrome or what, but there's a terrible tendency today, to add, build and enlarge detailing staffs and at the same time check-rein advertising dollars.

—The Ethical Advertiser, published by Donald F. Fitzsimmons Inc., New York.

Captive Audience

Amid all the talk about too much violence on television, a news item from Hamilton, O., sounds a contradictory note. County Sheriff Paul A. Pell says he has purchased three new tv sets for use of jail inmates, and says: "Tv has virtually eliminated behavior problems."

—Editorial in the Journal-Courier, New Haven, Conn.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

"What to expect in new regime in Washington," headlines AA.

What you expect, of course, may not be exactly what you'll get.

•

The big Shell Oil newspaper campaign was kicked off ahead of the scheduled date.

When you're all dressed up with some place to go, there's no point in waiting.

•

"Effective Jan. 1, a new frequency discount plan!" announces the *Globe Democrat*.

To the delight of advertisers, that's the kind of news a lot of newspapers are making.

•

"Industrial ad budgets will be up in '61, AIA poll reveals."

They say the way to lick a recession is to have no recession in advertising and promotion.

•

Mr. Landis made a report to Mr. Kennedy highly critical of the regulatory agencies, and then Mr. Kennedy gave Mr. Landis the job of taking them to the woodshed.

•

Pepsi-Cola has announced that it is junking its highly popular "Be sociable" theme, just as Coca-Cola decided some time ago to quit using its equally successful slogan, "The pause that refreshes."

•

"Great Ideas of Western Man," the institutional theme of Container Corp., will be supplemented this year with harder sell copy, the story says.

That, too, is a great idea of a western man.

•

An agency man has suggested seriously that advertising agencies be licensed.

What they have now is a hunting license—to hunt for clients, that is.

•

"Marketing execs need many hats, AA study shows."

One of the most important is labeled "New Product Development."

•

One of the outdoor advertising classifications which boosted national volume for 1960 to $120,000,000 was soft drinks, and probably this was more than just a nice tribute to Felix Coste.

•

McGraw-Hill has reprinted its famous ad, "I don't know who you are, I don't know your company," etc.

Dedicated advertising salesmen carry it in their inside breast pockets, next to the pictures of their wives and sweethearts.

•

By this time your secretary should be able to write it "1961" without a moment's doubt or hesitation.

COPY CUB.

62 PERCENT

OF DELAWARE VALLEY'S

EFFECTIVE BUYING INCOME

IS CONCENTRATED

IN THE SUBURBS

The Philadelphia Inquirer delivers your advertising to 30% more suburban adult readers than does any other Philadelphia newspaper.

Sources: 1960 Sales Management Survey of Buying Power; Continuing Study of Adult Newspaper Readership by Sindlinger & Company, Inc. based on over 50,000 interviews, 1957-59. (Summary of 1959 study available on request.)

Whether you sell nationally or regionally

...these success stories show why...

LOOK

LOOK National
(Includes Hawaii & Alaska)

ELGIN WATCHES

"We introduced our new Elgin wrist watches on an exclusive basis in LOOK Magazine last year, and our sales shot up so far that we had to increase our plant production force by more than 30%."

Advertised nationally

NATIONAL ASSOCIATION OF INSURANCE AGENTS

"We regard the Regional Agents advertisement in LOOK as one of the most constructive ads undertaken by independent agents. A new 1961 committee has been set up to run this type of ad again."

Advertised nationally

PIONEER BELTS

"We keyed a major portion of our Christmas belt promotion to a magazine advertisement that ran exclusively in LOOK, and we had one of the biggest holiday selling seasons in our history."

Advertised nationally

LOOK Magazone
(Zone 7 includes
Hawaii & Alaska)

EL CHICO FOODS

"We can directly attribute a 10% sales rise in October to LOOK. And three new jobbers took on our entire line of Mexican foods because they knew what an impact LOOK advertising would have on consumers."

Advertised in Zone 6

KNOTT'S BERRY JUICE

"Our exclusive campaign in LOOK sparked the opening of new markets throughout the West and was the key factor in our complete sellout of our entire crop of Knott's Berry Farm Fresh Frozen Boysenberry Juice."

Advertised in Zones 5, 6, 7, 8

GOLD BOND MATTRESSES

"Our store listing ad resulted in excellent sales results for this promotion. Dealer after dealer enjoyed increases, some going 20% to as much as 30% over any previous promotion in a similar period."

Advertised in Zone 1

The companies whose success stories are cited on these pages range from national advertisers like Ronson to the regional advertisers like El Chico that use LOOK's Magazone plan to concentrate sales efforts in one or more of eight marketing areas. The products involved run the gamut from big-ticket items like Remington Rand typewriters to fast-turnover goods like Knott's Berry Juice.

The companies are different. The products and services are different. Only the results are the same: Important, measurable sales increases through LOOK advertising.

...whether you sell products or services

MEANS SALES

NORELCO SPEEDSHAVERS

"Norelco Speedshavers, running more advertising pages in LOOK than in any other magazine in the past seven years, boosted sales by over 300% . . . and we increased our share of market by over 80%."

Advertised nationally

KENTILE FLOORS

"We regard our Kentile Floors marketing program in LOOK as one of our most effective and profitable selling devices, because we can trace many actual sales to it. Big, important sales."

Advertised nationally

REMINGTON RAND TYPEWRITERS

"Dealers tell us that our LOOK advertisement brought more customers into their stores than any other ad we have ever run. . . . This was the biggest, most successful promotion we ever experienced."

Advertised nationally

RONSON LIGHTERS

"Varaflame, introduced and advertised predominantly in LOOK, has become America's top-selling lighter above the low-priced field . . . in less than 18 months. . . . Proof of LOOK's ability to produce sales."

Advertised nationally

ARBOR HOMES

"Our second promotion in LOOK was even more successful than the first. Not only did we draw over 5,000 coupon responses but the conversion rate has been higher than any ad we have *ever* run."

Advertised in Zone 1

BRIOSCHI

"On the strength of our first ad in LOOK, we opened up a new chain outlet which has taken on large inventories of Brioschi. Our exclusive magazine ad program in LOOK has been the source of much satisfaction."

Advertised in Zones 1, 2, 4, 8

SWIM QUEEN POOLS

"We experienced excellent results! Our advertisement in LOOK magazine was a very real sales help to Swim Queen dealers and added a good deal of strength to our over-all promotion program."

Advertised in Zone 8

THOMAS TEXTILES

"We took advantage of LOOK's availability sectionally to feature the Thomas line of children's playwear where we wanted additional advertising support. Sales success proved the sales potential of Maga*zone!*"

Advertised in Zone 1

The power of this one magazine to produce record after record in sales is evidence of LOOK's impact on people. Whatever you sell, wherever you sell it, LOOK—reaching into 16,850,000 households with a single issue—moves people . . . toward your products and services. For further information on these success stories or the Magazone plan, write Don Perkins, Director of Advertising, LOOK, 488 Madison Ave., New York 22, N. Y., or call your nearest LOOK office.

LOOK

PEOPLE ARE THE PURPOSE—PEOPLE ARE THE POWER

ittsburgh—Express 1-3036, Philadelphia—Market 7-2587, Atlanta—875-4709, Dallas—Riverside 8-7409, Los Angeles—Webster 3-8191, San Francisco—Garfield 1-4960.

OE 20 M=
500,000,000.00
"Office Executive" reaches twenty thousand decision makers whose companies spend over $500 million annually on office machines, equipment and supplies. These 20,000 men are the key executives who have the power to say "yes" or "no" to any and all office purchases within their companies. Sell them in the only magazine edited exclusively for top office administrators . . . "Office Executive" Write for sample copies and data.
OFFICE EXECUTIVE
Official Publication of the NATIONAL OFFICE MANAGEMENT ASSOC.
World Headquarters WILLOW GROVE, PENNSYLVANIA

Kimberly-Clark to Launch Kotex Sweepstakes Promotion

Kimberly-Clark Corp., Neenah, Wis., will launch its third annual sweepstakes promotion for Kotex feminine napkins with ads in the February issues of 12 national magazines and Sunday supplements. Closing date for the promotion, which will offer 15 top prizes of a $1,500 wardrobe by California designer Don Loper, plus a one-week all-expense trip for two to Los Angeles for wardrobe selection, is March 31.

The sweepstakes will be advertised in *American Girl, Co-Ed, Ingenue, McCall's, Modern Romances, Modern Screen, Motion Picture, Photoplay, Screen Stories, True Confessions, True Story* and *Woman's Day*.

Goes Retires from Koehring

E. J. Goes, advertising and publicity manager of Koehring Co., Milwaukee, from 1932 to 1959 and publicity manager since 1959, has retired from the company after 47 years of service. Mr. Goes plans to become an independent consultant. His duties at Koehring Co. have been taken over by Martin B. Jaeger, advertising manager.

Announcing

Bulk and Frequency DISCOUNT RATES

The Los Angeles Evening Herald-Express takes pleasure in announcing to advertisers and agencies that effective February 1, 1961, it is expanding from a general flat rate to a bulk contract rate—and from a flat rate to a full frequency rate structure using CID discounts. In addition, there will be a discount for multi-color leeway.

As numerous advertisers and agencies have endorsed this modern plan, we feel sure that this progressive action of adopting uniform bulk and frequency rates will meet with widespread approval.

For complete details and rate card, please write to General Advertising Dept., Los Angeles Evening Herald-Express or any Moloney, Regan & Schmitt office.

Los Angeles Evening
HERALD-EXPRESS
LARGEST EVENING NEWSPAPER IN WESTERN AMERICA

Represented Nationally by Moloney, Regan & Schmitt, Inc.

Help Wanted Ads in Continuous Decline 7 Months: B.K. Davis

PHILADELPHIA, Jan. 3—Help wanted advertising completed its seventh consecutive month of losses in November as the national ad count dropped 19% below the November, 1959, total, according to B. K. Davis & Bro. Advertising Service, specialist in help wanted advertising.

Of 100 newspapers providing data for "Help Wanted Trend," the report of the Davis service, only eight registered gains in November, while 92 suffered losses.

In October, of 112 reporting papers, 14 showed gains and 98 had losses. A 15½% decline was reported.

Total ad count for the year through November, according to Gerald G. Griffin, of the Davis company, was 8,662,356. This compared with a total of 9,061,061 help wanted ads published by newspapers in the U.S. during the same 1959 period for a 4% decline. Among 16 key newspapers around the nation, the decline for the 11-month period was 5%.

■ Here's the ad count for major cities:

	Nov., 1960	Nov., 1959
Baltimore	10,002	12,054
Boston	11,042	9,655
Cleveland	11,037	17,873
Detroit	9,300	13,371
Los Angeles	43,213	51,892
New York	69,686	80,925
Philadelphia	22,513	28,136
Pittsburgh	7,000	8,381
San Francisco	10,085	12,682
Seattle	5,061	5,550

A nine-day strike in 1959 was said to account for the difference in Boston. #

Ad Campaign Promotes Downtown St. Louis

Image Downtown St. Louis, a campaign sponsored by Downtown Inc. and prepared by Batz-Hodgson-Neuwoehner, is trying to make the city "downtown-minded" via a weekly radio schedule of 90 spots on KMOX, KSD and KXOK and newspaper ads alternating between the *St. Louis Post-Dispatch* and *Globe-Democrat* daily except Saturday.

"Downtown St. Louis Gives You More" is the campaign's theme. Present plans call for repeating the basic slogan in mass media more than 6,000 times per year. Newspaper ads also use specific examples, such as "more than 102 jewelry stores and departments." A jingle is featured in the radio spots.

NBC-TV Lops Option Time

NBC-TV, New York, has forwarded the word to its affiliates that it, like ABC-TV and CBS-TV, will lop off a half-hour in each option time period in time to be in conformity with the FCC order which became effective Jan. 1 (AA, Dec. 19). The pattern is very much like that adopted by the other two networks. The new night-time option hours at NBC will be 8:30 to 11 in the eastern and Pacific zones, 7:30 to 10 in the central zone, and 6:30 to 9 in the mountain zone. A half-hour also has been cut from the morning and afternoon network periods.

3 Promoted by Shamie

Three executives of Shamie Publications have been promoted. Charles J. Harris has been named sales manager of *Grocers' Spotlight* in Detroit. At the Cleveland office of *Grocers' Beacon*, Leo K. Mintz has been named vp of the publication and manager of the Ohio office of Shamie Publications. John H. Griffin has been named vp of *Yankee Grocer*, Boston, and manager of the company's New England office.

Who Buys the Most at Southern Gas Stations?

Rural people! The Nielsen "C & D" counties* of the South account for 53% of the more than $4½ BILLION spent at all Southern service stations. In fact, the rural South buys more at gas stations than any other "C & D" region . . . even more than the "A & B" counties of the booming West!

Of course, the big reason for the outstanding sales of service station products in the rural South is the high mechanization of Southern farms. Farming uses more petroleum products than any other industry . . . and half the nation's farmers are in the 16 Southern states.

To sell this rich, rural market—the "C & D" leader in sales by gas stations, drug stores, food stores, automobile dealers . . . indeed, *all* retail outlets—place your advertising in The Progressive Farmer. It goes home to 1,408,000 families . . . over 5,770,000 readers. Best of all, a big portion of this readership is *exclusive* to The Progressive Farmer. Ask one of our salesmen about *unduplicated readership* when The Progressive Farmer is added to national consumer magazine combinations.

*Nielsen "C & D" counties are counties with less than 100,000 population. "A & B" counties have more than 100,000 population.

More than 5,770,000 READERS in the 16 Southern States

THE PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

Ideal for flip chart or card chart presentations, or write as you talk on paper pad or chalkboard. Light weight aluminum, folds in a jiffy.

Complete with chalkboard, hinged clamp, chalk, eraser. $42.50 less pad.

ARLINGTON
ALUMINUM COMPANY
19002 W. Davison Detroit 23, Michigan

Newspaper Linage for November Shows Decrease of 1.1%

NEW YORK, Jan. 3—Newspaper advertising linage in November totaled 256,624,666 lines, off 1.1% from linage reported in November, 1959, according to a Media Records check of newspapers in 52 cities. Linage for the 11-month period ended November amounted to 2.6 billion lines, 1.4% over the like period in '59.

In November, gains were reported in general, automotive, financial and total display classifications. General linage, at 34,118,681 lines; increased 3.6%; auto linage jumped 34.8% to 13,147,875 lines; financial increased 1.3% to 4,342,534 lines; while total display gained 0.4% to 200,999,068 lines.

Losses in November were reported in the retail linage classification, which fell 2.5% to 149,389,978 lines, and in classified linage, which dropped 6.3% to 55,625,598 lines.

■ For the 11-month period of '60, gains were reported in retail linage (up 1.2%); automotive linage (up 7.5%); total display (up 1.3%) and classified (up 1.6%). Losses were reported in general ad linage (down 4.8%), and financial linage (off 0.2%). #

Cox Joins Kennedy, Walker as 50% Owner, Exec VP

Jim Cox, who has resigned as exec vp of General Advertising Agency, Hollywood, has purchased 50% of the stock of Kennedy, Walker, Beverly Hills, and joined the agency, now to be known as Kennedy, Walker & Cox, as exec vp. Earl Kennedy remains president.

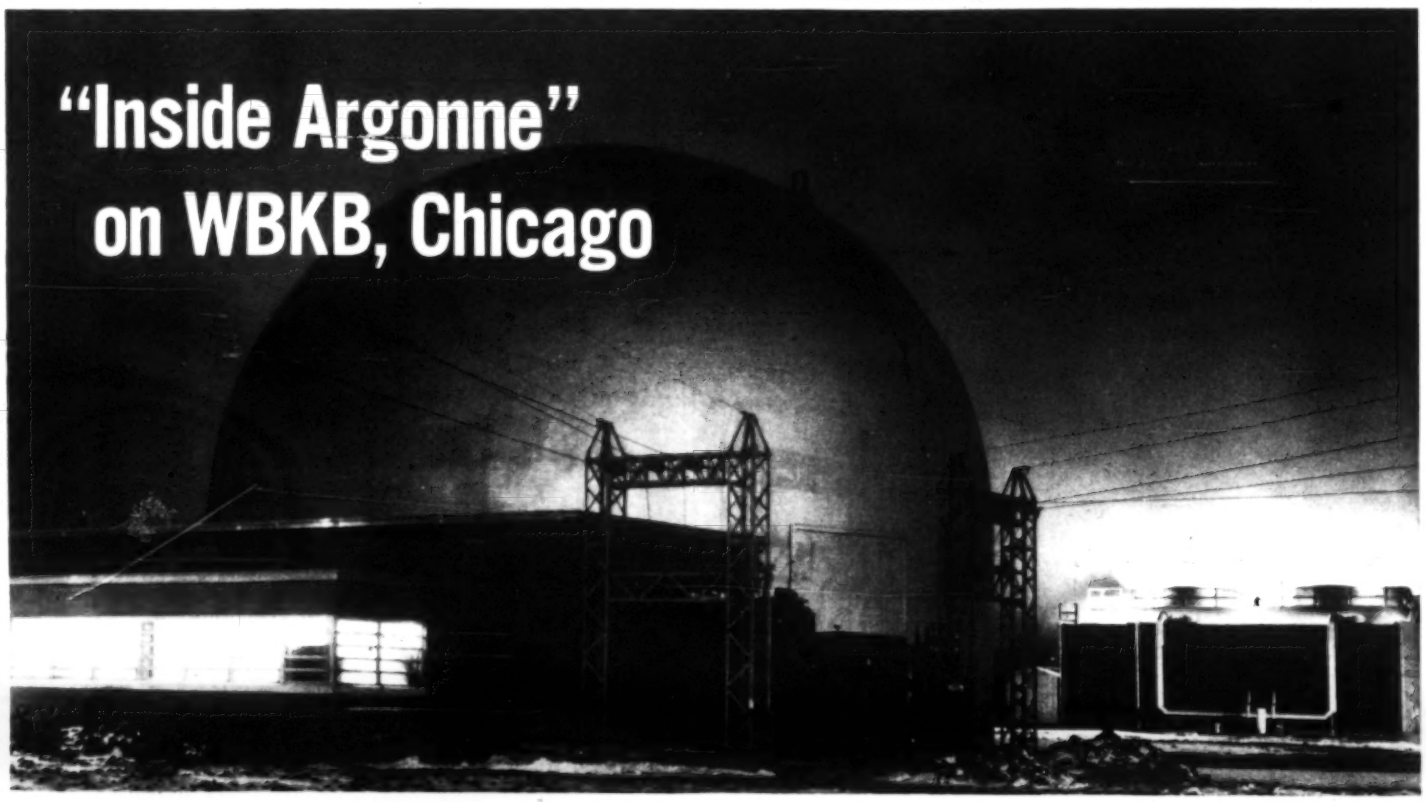
Marj Walker, who sold the stock to Mr. Cox, has resigned as vp and publicity director to become a free lance pr consultant. Several of Mr. Cox's accounts have followed him to his new affiliation. They include Moreno's Frozen Foods, Grand Taste Meats and Denny's Coffee Shops, representing more than $300,000 billings. Also making the move from General with Mr. Cox is Ethelmae Chadbourne, who becomes executive administrator.

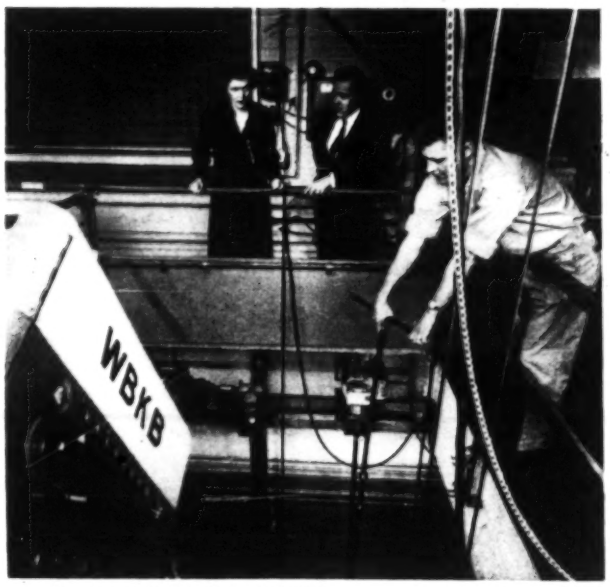
KQRO, Dallas, Goes on Air

KQRO, new fm station in Dallas, has gone on the air. Transmitting "good music" within a 40- to 50-mile radius, the station is owned by Multi-Casting, a Texas corporation, which also operates KARO in Houston and KLRO in San Diego, Cal. The new station's managing director is Robert L. Weeks, owner of KUFM, San Diego radio station, and president of Weeks & Associates, San Diego consulting engineer company.

LaRue Adds Ex-Cell-O Unit

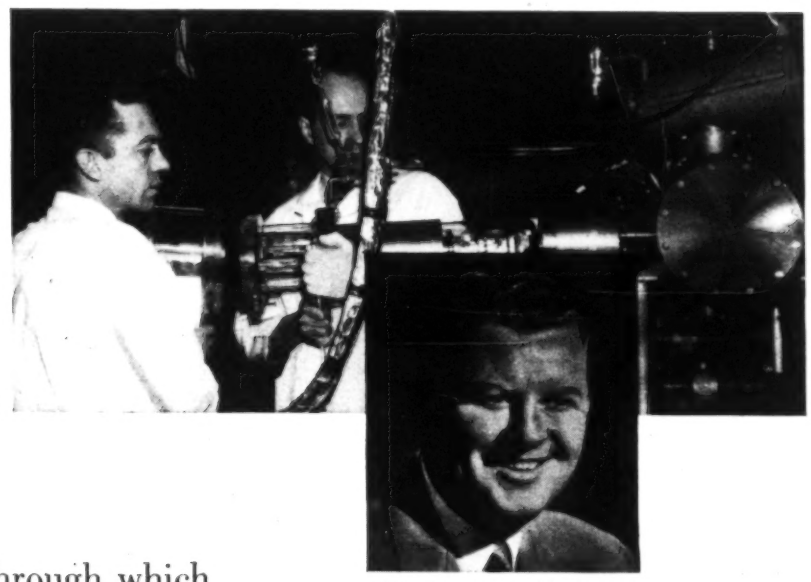
LaRue, Cleveland Inc., Detroit, has been named agency for Robbins Magna-Sine and non-magnetic sine plates, made by Ex-Cell-O Corp. in Greenville, O. The agency also handles the company's industrial division and recently was appointed to handle advertising and pr for the Bryant Computer Products division.





(PHOTOS BY ARGONNE NATIONAL LABORATORY)

Top—Night view of Argonne National Laboratory shows Experimental Boiling Water Reactor. *Lower Left*—WBKB camera focuses on gamma irradiation "pool." In background, Miss Gladys Swope of ANL and Norman Ross of WBKB. *Lower Right*—C. M. Stevens and N. S. Beyer of ANL staff adjust source-unit for double-focusing Mass Spectrometer.



"Broadway and Hollywood are fine—but well-rounded television also needs presentations like "Inside Argonne"—programs that give millions of Americans a chance to see at first-hand how much is being done to make scientific progress, such as atomic energy, more useful to all mankind."

STERLING C. QUINLAN
Vice President, WBKB

One of the superior productions through which creative talent and community leadership are continually building new vision into Television on stations represented by BLAIR-TV

TO BROADEN HUMAN UNDERSTANDING

Just west of Chicago stands Argonne National Laboratory, operated by the University of Chicago for the Atomic Energy Commission.

Until recently, not one American in a thousand knew how Argonne's 1,900 scientists and technicians might affect and enrich his own life.

But at WBKB, Sterling Quinlan and his staff felt their entire area should know of the vital work being done near Chicago. So, WBKB and Argonne pooled their talents—and soon a two-hour program was ready for television.

Realizing its scope, ABC decided the program should go nation-wide—and from 8 to 10 p.m. CST on August 6, 1960. American families had a chance to see "Inside Argonne."

Through WBKB cameras they had a close-up view of the Experimental Boiling Water Reactor. They saw technicians lowering urns into the gamma irradiation "pool" where the effects of radiation on food are studied.

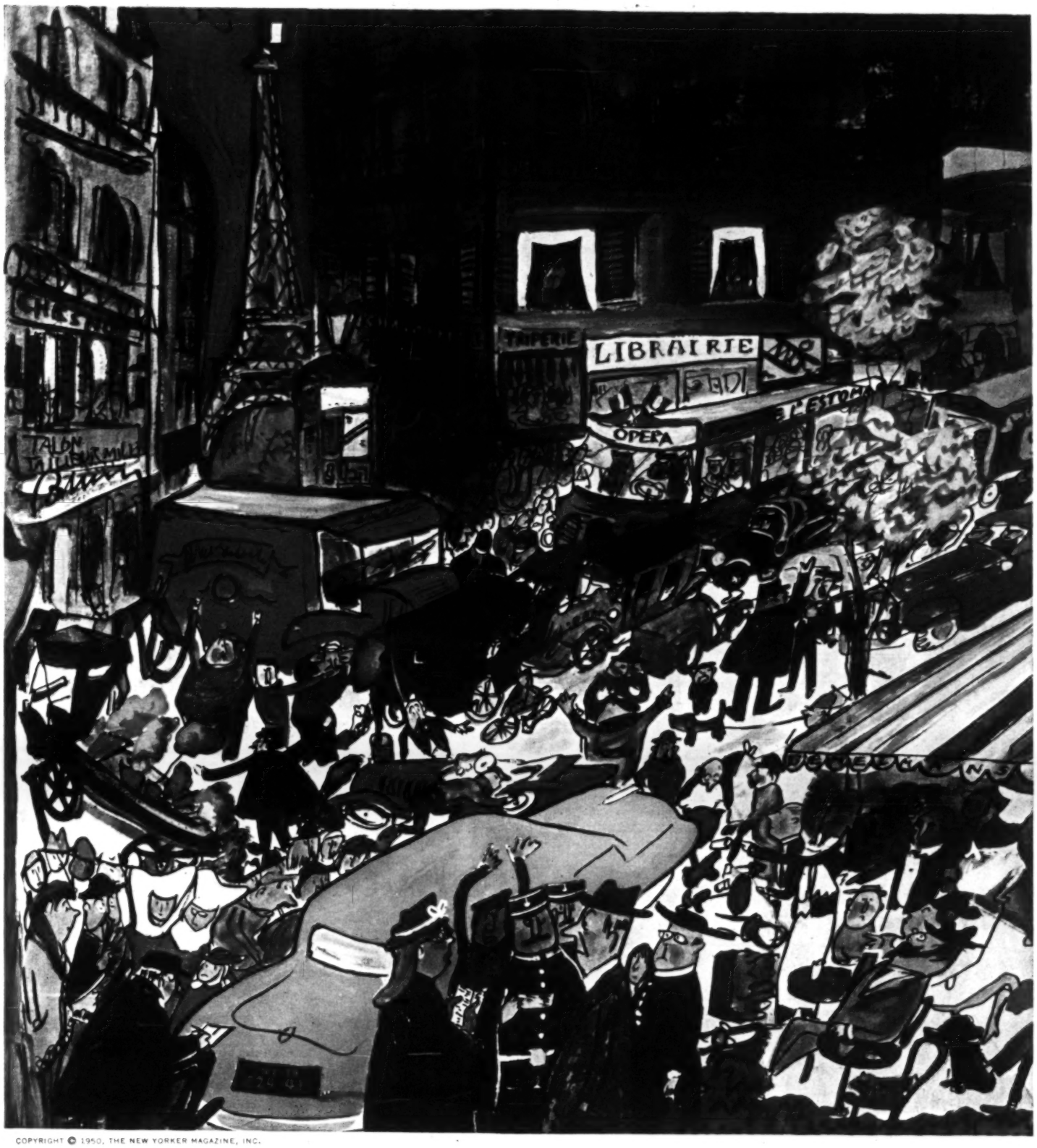
They could look and listen as Dr. Francis Throw of Argonne told Norman Ross of WBKB about the Van de Graaff particle accelerator. Small wonder that ABC gave full network time to the program so painstakingly built by its owned-and-operated station at Chicago.

To Blair-TV, creative programming by great stations like WBKB is a constant source of satisfaction. We are proud to serve more than a score of such stations in national sales.

BLAIR-TV

Televisions's first exclusive national representative, serving:

WABC-TV—New York
W-TEN—Albany-Schenectady-Troy
WFBG-TV—Altoona-Johnstown
WNBF-TV—Binghamton
WHDH-TV—Boston
WBKB—Chicago
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KTVT—Dallas-Ft. Worth
WXYZ-TV—Detroit
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
WJIM-TV—Lansing
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—Omaha
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KGO-TV—San Francisco
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg



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The New Yorker creates

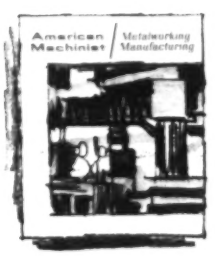
"The influence of The New Yorker goes far beyond the boundaries of the United States. With its articles of international scope, like the Letter from Paris, The New Yorker also creates a better understanding of foreign events in this country."

André Alphand

André Alphand, Director General, French Government Tourist Office in North America

CHECK READER BY

MANUFACTURI MEN AND YOU'LL FIND THIS



IS METALWORKIN MOST POWERF SELLING TOOL

SHIP

NG

G'S

UL

If you sell to metalworking, ask your customers to tell you which business publications they find most useful in their work—then advertise there. Twenty-five companies conducted such surveys on their own during the last 10 years—and American Machinist/Metalworking Manufacturing was consistently the winner . . . hands down!

Reason? AM/MM is the technical publication of metalworking—and metalworking is a highly technical industry.

AM/MM concentrates on how-to articles, case histories and *working* information on the often highly complex methods and procedures involved in manufacturing things from metal more efficiently, more profitably. In short, it's a 26-times-a-year work book. If metalworking is your market, it will work for you.

In metalworking—men who matter read...

American Machinist / ***Metalworking Manufacturing***

A McGraw-Hill Publication, 330 West 42nd Street, New York 36, N. Y.

For up-to-date facts and figures on metalworking, ask your AM/MM *district manager for a copy of the 1960 Market Guide for Sales Executives.*

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.
431 S. Dearborn St. • Chicago 5, Illinois

Ad Film Festival Set

The eighth annual International Advertising Film Festival, sponsored by the International Screen Advertising Services and the International Screen Publicity Assn., will be held June 12-16 in Cannes. Awards will include the grand prix du cinema and grand prix de la television, first and second prizes in each category, and a Palme d'Or to the producer obtaining the highest average of marks for not less than six films entered in either or both groups.

12 Oil Companies Convicted

Twelve oil companies have been convicted of fixing gasoline prices in South Bend and Mishawaka, Ind., in violation of the Sherman Act. Defendants in federal district court in South Bend were Hudson, Tornado, Standard (Ind.), Central West, Pacer, Ohio, Socony Mobil, Texaco, Gulf, Cities Service, Shell and Phillips. The companies have filed motions for a new trial.

Singer Promotes Gross

Marvin S. Gross has been named advertising manager of L. W. Singer Co., Syracuse, a textbook publishing subsidiary of Random House. He joined the company in 1959.

Holland Promoted to VP

Kirk D. Holland has been elected a vp of Fulton, Morrissey Co., Chicago. Mr. Holland joined the agency in 1956.

MELODY—*Early Times Distillery Co.'s fifth annual mixed drink competition saw a combination of banana liqueur, cream and bourbon come out as the prize drink, winning for bartender John W. Chop, Hollywood, a vacation in Mexico City. Here two lovelies sample Mr. Chop's mixture, "The Melody."*

This letter is ready for you
to sign and mail.
Do it now!

January 9, 1961

The Wall Street Journal

44 Broad Street

New York 4, N. Y.

Gentlemen:

I am impressed that, more and more, the men everywhere who are successful in business regard their reading of The Wall Street Journal as a "must."

Of course, I should have had it long ago, so will you please start my subscription immediately. My check for $24 for the first year is enclosed.

Sincerely yours,

Your Name _____

Your Address _____

City _____ State _____

Company _____

Title _____

:aa

Enc.: $24

Hill Joins Mead Corp. in Marketing Revamp

DAYTON, O., Jan. 3—Packaging division of the Mead Corp. has made a number of organizational changes to provide better service in line with its concept of complete packaging systems tailored to individual needs.

Dana M. Hill, formerly marketing director of the frozen cooked foods division of Stouffer Corp., Cleveland, has been named to the newly created position of director of marketing services, at division headquarters in Atlanta.

Directing the various marketing functions under Mr. Hill will be Frank Kaufmann, product planning manager; Homer Forrer, package engineering manager; Marshall Stoll, folding carton marketing manager; William B. Smith, Cluster-Pak marketing manager; E. D. Davenport, Spring-Roll shelving marketing manager; and Glenn Davis, advertising and sales promotion manager. #

Formica Promotes Furniture Via Print, TV and Label

Formica Corp., Cincinnati, has launched the biggest furniture promotion campaign in its history, aiming at increased acceptance of Formica plastic laminates as furniture surfacing.

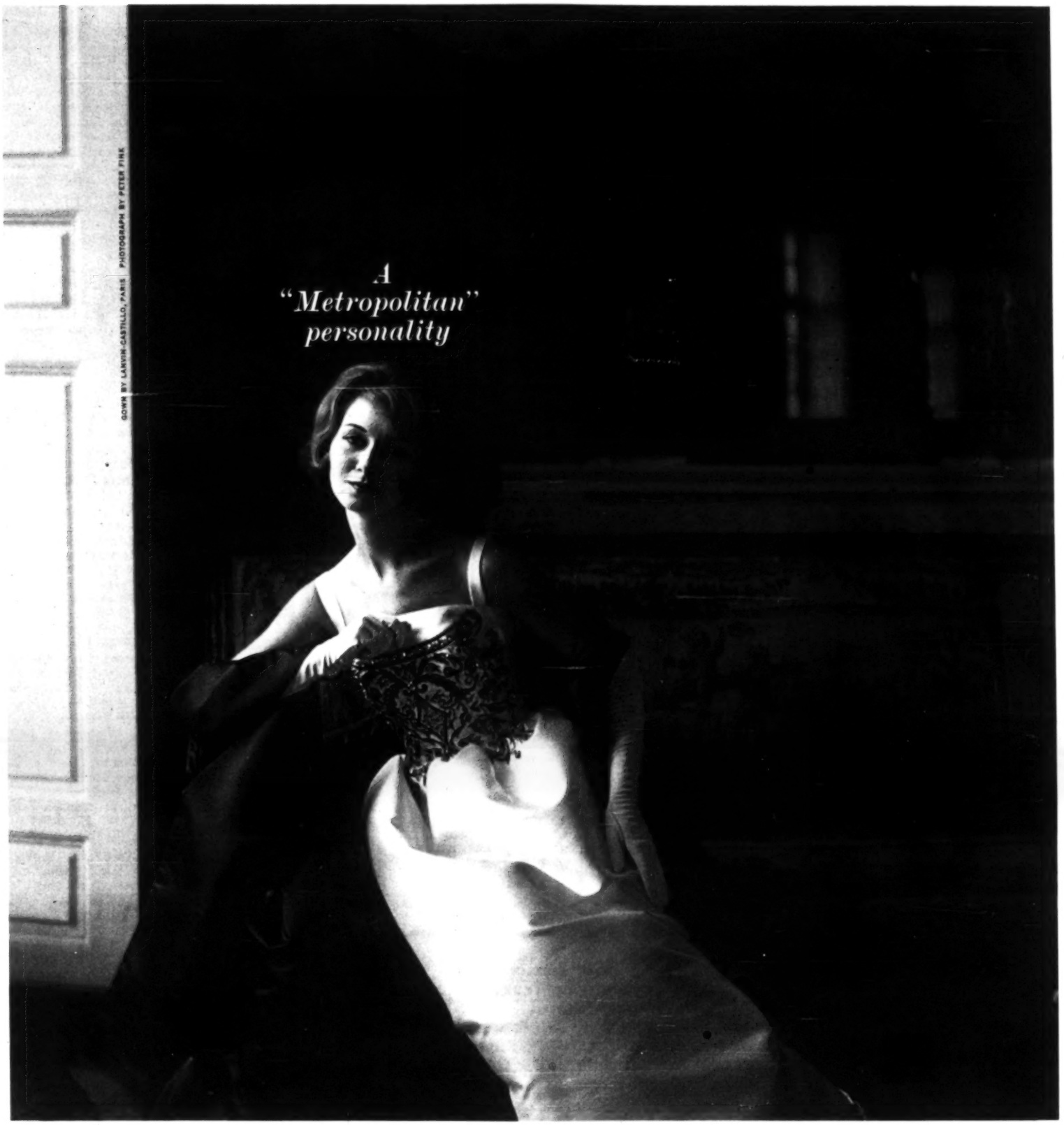
To support both manufacturers and retailers, the program of full-page trade magazine advertising, one-minute spots on the "Jack Paar Show" (NBC-TV) and sales training assistance to dealers is keynoted by a new point of sale stick-on label identifying both the furniture maker and the laminate. Additionally, daily trade ads highlighting the label and listing furniture makers using Formica will appear during the January market in Chicago.

Shields Adds Two Accounts

Chuck Shields Advertising, Atlanta, has been appointed to handle advertising of the E-Z Food Shops division of Atlantic Co., Atlanta. The division operates 125 stores in seven southeastern states. Shields also has been named to handle advertising for Esquire Broadcasting Co., Esquire Inc. division which operates WQXI, Atlanta.

Mason Joins Marshall

Ross Mason, formerly with RCA Victor, Philco and Stauffer Laboratories, has been named advertising and pr director of Marshall Industries, San Marino, Cal. He will direct corporate advertising and publicity and coordinate promotional activities of the company's six divisions, all in the electronic field.



Responsive, amusing, a perceptive partner with the pleasing rapport of a "metropolitan" personality ... like each member of our media family — Television, Radio, Outdoor and International Advertising.

METROPOLITAN BROADCASTING

205 EAST 67TH STREET, NEW YORK 21

TV STATIONS: WNEW-TV, New York; WTTG, Washington, D. C.; WTVH-WTVP, Peoria-Decatur; KOVR-TV, Stockton-Sacramento.
RADIO STATIONS: WNEW, New York; WIP, Philadelphia; WHK, Cleveland.
OUTDOOR: Foster and Kleiser—operating in Arizona, California, Oregon and Washington.
INTERNATIONAL: Radio Station WRUL, Worldwide Broadcasting.

MILAN ADVERTISING AGENCY

Italian advertising agency with international clients, headquartered in booming Milan, staffed by executives with U.S. experience and know-how, wishes to explore possible tie-up with American agency to service your continental accounts and operate within expanding European common market framework. Principal arriving New York January 12 available for immediate discussions, highest personal and financial references.

Box 518, Advertising Age
630 Third Ave., New York 17, N.Y.

Moody Elected Head of Material Handling Group

Robert F. Moody, general sales manager of Hyster Co., Portland, Ore., has been elected president of the Material Handling Institute. He succeeds C. L. Fell, marketing vp of American Monorail Co., Cleveland, who becomes a member of the board of directors.

Bert E. Phillips, vp and general manager of the Industrial Truck division of Clark Equipment Co., Battle Creek, Mich., was named 1st vp and chairman of the show committee. Norman A. Price, exec vp of the Colson Corp., Chicago, was named 2nd vp.

Memphis Auto Dealers Assn. Restricts Ad Practices

The Memphis Auto Dealers Assn. has banned or restricted several familiar advertising claims and practices, including such declarations as "We will not be undersold" and "No money down." Members will also cease distributing the "Would you take . . . ?" circulars that motorists find under the windshield wipers. The association's code considers these handbills, with the usual high trade-in offers, as bait advertising, illegal in Tennessee.

Advent Associates Names Martens President, Moves

Herbert R. Martens, exec vp of Advent Associates, Elizabeth, N. J., has been elected the agency's president, succeeding Harold O. Bates, who will remain chairman of the board.

After more than 10 years in Elizabeth, the agency is moving its executive offices to 508 S. Livingston Ave., Livingston, N. J.

IMPORTANT NEW YEAR NEWS!

THE BOSTON HERALD-TRAVELER

NOW OFFERS

FREQUENCY AND YEARLY VOLUME

DISCOUNTS

ON ALL GENERAL ADVERTISING

For greater economy in planning both seasonal and yearly schedules, the morning Herald and evening Traveler now offer national advertisers discounts ranging from 3% to 15%. Effective immediately, these discounts may be earned for frequencies of 12 to 48 weeks, and for totals of as little as 3,000 lines. For new rate card and further details, contact the Boston Herald-Traveler or our representatives.

THE HERALD AND TRAVELER DOMINATE THE GREATER BOSTON SUBURBS
More than 350,000 Prosper Bostonian families read either

the morning HERALD | TRAVELER *the evening*

Boston's Home-Delivered Newspapers

Represented nationally by Sawyer-Ferguson-Walker Company

Retired Agency Man Hartley Returns to Ad Field—as Client

WESTPORT, CONN., Jan. 3—Paul Hartley, an art director who retired from Madison Ave. in 1949, is back on the advertising scene—this time as an advertiser.

Mr. Hartley, who was with Cunningham & Walsh from 1929 to 1949, joined the Famous Artists School after his early retirement. Several years later, he established his own Westport art school, which has now grown into an oil painting correspondence course.

The Hartley Course is an account of T. N. Palmer & Co., New York. Test ads are running in *Coronet*, *Saturday Review*, *Workbench*, *All Florida Magazine*, *Grit* and *New York Times Magazine*.

The ads feature long copy with such headlines as "Have you ever wanted to paint in oils?" or "Paint in oils after six weeks" or "Even if you can't draw a straight line, I can teach you to paint in oils." Mr. Hartley offers the $39.50 course with a money-back guarantee. #

Temporary Injunction Hits Dart Drug in Parker Pen Suit

Dart Drug Co., Winston-Salem, has been placed under temporary injunction by Judge Edwin M. Stanley of federal district court in Greensboro, N. C., preventing it from selling Parker pens at prices lower than those established by a fair trade contract. Parker Pen Co. was directed to post a $1,000,000 bond as surety for any damage the court may find to have been caused Dart Drug by the injunction. The judge also held that the retailer's attorney may move for dissolution of the injunction, if warranted, after having researched the applicable laws. The pen maker has brought suit against Dart Drug alleging that it had violated its fair trade agreement.

Top Florida Court Reverses Unfavorable Ad Tax Finding

The supreme court of Florida has ruled that Motorola, Chicago, is not responsible for collecting the Florida sales tax on the advertising materials it sells to its distributors in the state. The court held that Motorola sells the materials to its Florida wholesalers for sale to the retailers. Commodities sold for resale are not taxable. A lower court had held that Motorola was responsible for collecting the tax because it benefited from the materials bought by the dealers.

Black-Russell-Morris Starts International Unit

Black-Russell-Morris, Newark, has established a new division, BRM-International, to specialize in export advertising, pr and marketing. Melville Morris, vp, has been named to direct the division, which will offer its services not only to the parent agency's clients but also to others. It will be the only U. S. member of ICATA, an international agency chain specializing in industrial and technical promotion.

Mail Advertising Names 3

Mail Advertising Corp. of America, Chicago, has appointed Daniel F. Clyne secretary and treasurer; Ralph Cuca production vp; and Yuan Liang marketing vp. Mr. Clyne formerly was auditor, Mr. Cuca formerly was plant manager, and Mr. Liang formerly was research director.

CHANGEOVER—*Old Forester is using a few quick strokes of the paint brush to convert the bottle on the illuminated spectacular on Chicago's Lake Shore Drive from its Christmas wrappings back to its year-round dress on Dec. 31. The agency, Erwin Wasey, Ruthrauff & Ryan, worked out the quick-change technique with General Outdoor Advertising Co.*

March Hearing to Determine Future of 'Instant Beer'

WASHINGTON, Jan. 3—Brewers this year will get a chance to explore the marketing possibilities of "reconstituted" beer, the Internal Revenue Service announced as 1960 drew to an end.

The alcohol and tobacco tax division of IRS has scheduled hearings for March 21 to discuss the newly developed process of concentrating beer by freezing it, removing the ice crystals, then reconstituting it by adding water and carbon dioxide.

The process was originally developed by Union Carbide Corp. for the concentrated orange juice industry. Minute Maid is currently using some aspects of the operation to process its juices.

■ IRS officials say no beer marketer has yet committed itself to the process. The hearing was called to note industry interest in the process and to decide whether new labeling and advertising provisions would be needed.

Internal Revenue pointed out that it would not permit consumers to buy the beer concentrate and pump it up with a do-it-yourself shot of carbon dioxide and water. It said it would be impossible to make adequate tax provision for this sort of operation.

■ Union Carbide, in New York, was chary about discussing the process. It would allow only that the "instant beer" has been patented "throughout the world" and that a brand name and product classification would be decided on after a decision by the alcohol and tobacco tax division following the March hearing. ≠

Swaney Joins Jaqua

Robert L. (Bob) Swaney has joined Jaqua Co., Detroit. Mr. Swaney was formerly general sales manager of Vega Industries, Syracuse. At the same time, Jaqua had been named to handle advertising for molded sailboat line of Ray Green & Co., Toledo.

C&W Names MacDonald; Elects Three VPs

Arch MacDonald, formerly vp and creative director of Campbell-Mithun, has been appointed associate creative director of Cunningham & Walsh, Chicago. He will assist Sherman E. Rogers, vp and creative director.

C&W also has elected three vps. They are Lawrence J. Mulhearn, associate creative director, and Lee W. Baer, account supervisor, both in New York; and Fred Manley, creative director in San Francisco.

Swisher Launches Campaign

Swisher feed division of William Davies Co., Danville, Ill., kicked off a direct mail campaign, "The big switch is to Swisher," Jan. 1. Directed to mill owners as well as farmers and stockmen, the 3-month mail drive will be accompanied by newspaper ads. Hall, Haerr, Peterson & Harney, Peoria, Ill., is the agency.

Wood Boosts Patrick

Louis A. Patrick, formerly advertising manager of J. R. Wood & Sons, New York, ring maker, has been promoted to vp and marketing director.

Stamp of Approval

Stamp collecting isn't an inexpensive hobby. So when we tell you that in Stamp Advertising The Mirror in six short months has climbed to third place among New York's seven dailies you have further proof that The Mirror has the cream of the mass market.

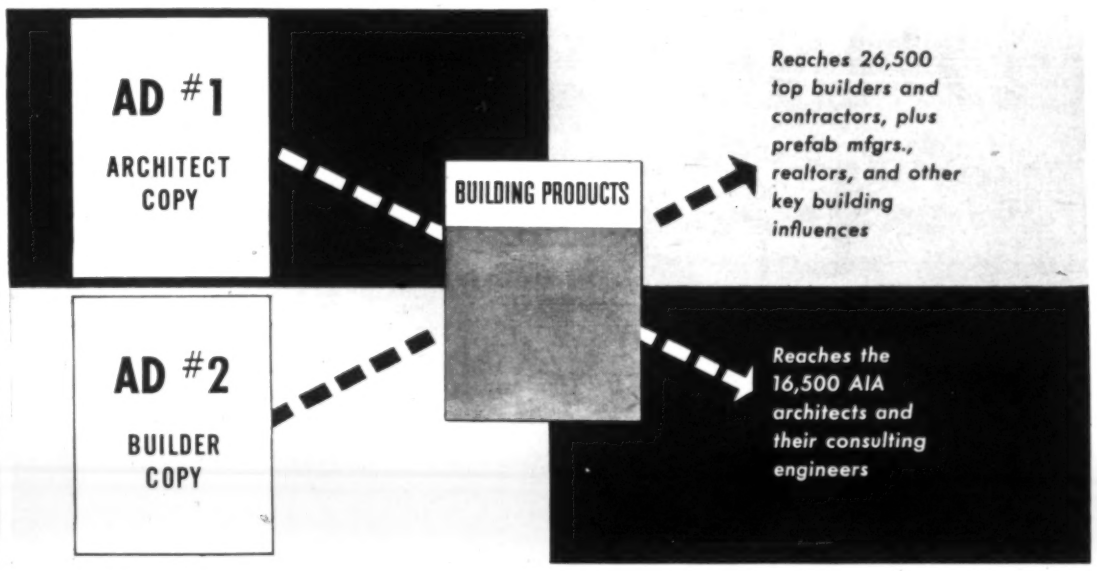
Make The Mirror a MUST!

ANNOUNCING A UNIQUE NEW PUBLISHING CONCEPT

SPLIT-AUDIENCE COPY

Effective immediately, advertisers in BUILDING PRODUCTS can split-run their advertising copy to *two* distinct audiences—architects or builders—in the *same* issue of the *same* magazine!

HERE'S HOW IT WORKS:


AD #1
ARCHITECT COPY
AD #2
BUILDER COPY
BUILDING PRODUCTS
Reaches 26,500 top builders and contractors, plus prefab mfgrs., realtors, and other key building influences
Reaches the 16,500 AIA architects and their consulting engineers

Never before has a split-audience been available in the same publication—and *either audience can be reached with inserts!*

BP now makes it possible for you to sell *both* architects and builders independently (but simultaneously) at surprisingly nominal rates. *For example:* Coverage of top architects and engineers at ⅓ to ½ *less* than any of the other "architectural publications"—coverage of the residential and non-residential builders and contractors at *far less* than ½ the cost of any "builder publication".

For full information on this brand new approach to effective advertising, call or write your nearest BP representative (see classification 19, SRDS).

OTHER QUICK FACTS ABOUT BUILDING PRODUCTS

- The *only* true product publication in the building industry
- Reaches top *architects, builders* and *consulting engineers*
- Over 2,000,000 "sales leads" in the past 5 years
- Has reported on over 15,000 new and improved building products and materials
- First to offer regional inserts on a *state line* basis
- Exclusive Starch Readership Studies
- Lowest rates—advertising results you can measure
- *Selective, controlled, verified* and *qualified* circulation

NOTE: Starting with the January 1961 issues, both BUILDING PRODUCTS and BUILDING PRODUCTS DEALER will be published in the standard Association of Industrial Advertisers trim size of 8¼" x 11¼".

If your product BELONGS in the building industry...
Your advertising BELONGS in...

BUILDING PRODUCTS

Number One First Street • Los Altos, California • Whitecliff 8-9166

9 TV Makers Agree to Disclose Cabinet Materials

The Federal Trade Commission, Washington, has reported that nine major tv, radio and phonograph manufacturers have signed stipulations agreeing to disclose clearly the true nature of cabinet materials to simulate wood. The companies involved are Admiral Corp., Chicago; General Electric Co., Schenectady, N. Y.; Radio Corp. of America, New York; Motorola, Chicago; Westinghouse Electric Corp., Pittsburgh; Emerson Radio & Phonograph, Jersey City, N. J.; Philco Corp., Philadelphia; Zenith Radio Corp., Chicago; and Sylvania Electric Products, New York.

WRITE DREY
when you have a mailing list problem.
WALTER DREY, INC.
Mailing List Consultants
257 Park Ave. South, N. Y. 10, N. Y.

Two BBDO Veterans Retire From Minneapolis Office

Two Minneapolis advertising veterans, with almost 50 years of experience between them with the Twin Cities office of Batten, Barton, Durstine & Osborn, are retiring. They are Al Clague, 57, head art director, and John M. Bridge, 59, vp.

Mr. Clague was with Harrison-Guthrie, a local agency, when BBDO first came to Minneapolis and purchased it in 1929. During his 31½ years with the agency, he has worked on every phase of every account in the office. Mr. Clague will continue to serve BBDO as senior art consultant. Mr. Bridge dates his advertising career back to 1919 when he was ad manager for an Oklahoma newspaper. He went to BBDO from McCann-Erickson in 1953. He will stay in Minneapolis as a consultant.

Spot Radio Drive to Push Foam-ettes in California Bow

SAN FRANCISCO, Jan. 3—A saturation radio campaign will be conducted in California during the first six months of this year by Foam-ettes Inc., through Cappel, Pera & Reid, to promote Foam-ettes, dentifrice in tablet form.

The dentifrice is to be distributed by drug wholesalers throughout California. Some 6,000 retail outlets are now stocking the product.

It was originally a product of Chemical Products Corp., a subsidiary of Consolidated Laboratories, makers of Lano-Glove and other lotions (AA, Oct. 6, '59). Foam-ettes Inc. terminated its relationship with Consolidated in July, 1960, and shifted the account soon thereafter from Faulkner & Stewart Advertising Agency, San Jose, to Cappel.

Northern California will be "well blanketed with prime time spot radio announcements, using top stations and top disk jockeys," according to Warren K. Pera, president of the Orinda, Cal., agency.

In addition, Mr. Pera said, plans are in progress to test market Foam-ettes in the Fresno area for use as a toothpaste along with a brush.

■ This development, according to him, is the result of a "major improvement in the Foam-ettes tablet, permitting the manufacturing of a softer tablet that can be packaged in bulk, without a foil wrap. It also will be marketed in the wrap.

"The advantage of Foam-ettes as a dentifrice with a brush," Mr. Pera said, "is uniformity; the user always has the same amount of toothpaste."

Foam-ettes reportedly release an "instantaneous" foaming action that "floats away particles, removes traces of garlic, onion, tobacco and alcohol." The maker says the tablet is an effective guard against decay, since "it contains vital AC-78."

Mr. Pera said that requests for distribution franchises have been received from Europe, Asia, South America, Africa and Australia, and negotiations now are in process for distribution in the Netherlands, Japan and South Africa.

■ Foam-ettes Inc. also plans to market, in addition to the tablet-toothpaste, a new "doggy dentifrice" to be called Happy-Breath. This product, Mr. Pera said, will incorporate the cleansing principles of Foam-ettes and also Lano-Glove, a protective, medicated hand lotion.

Foam-ette tablets are packaged in aluminum foil tuck panel dispensers with ten tablets to each dispenser. #

Ward Charged with Making False Price Claims by FTC

Montgomery Ward & Co., Chicago, has made fictitious pricing and savings claims for its automobile tires, the Federal Trade Commission has charged. The complaint alleges that the "list prices" given in Ward newspaper ads are not its customary retail prices, but are substantially higher. FTC charges that purchasers did not save the difference between the so-called regular prices and the advertised sale prices.

Dudgeon Taylor Adds 1

Ray D. Eisbrenner has joined Dudgeon, Taylor & Bruske, Detroit, as account supervisor—engineering and design. He formerly was account executive in the Detroit office of Palmer, Codella & Associates, New York.

*FIRST in America in Department Store ADVERTISING**

6TH *in America in total Advertising*

Cleveland Plain Dealer

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,347,689	$1,977,224	$4,324,913
Retail Food	581,935	498,319	1,080,254
Retail Drug	92,487	59,441	151,928
Automotive	357,776	368,264	726,040
Gas Stations	144,966	161,669	306,635
Furniture, Hsld Appliances	121,723	86,025	207,748

(Source, Sales Management Survey of Buying Power, May 10, 1960)

Akron, Canton and Youngstown Counties are not included in above sales

HERE IS THE COMPACT MARKET WITH RETAIL SALES LARGER THAN ANY ONE OF 35 ENTIRE STATES

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network. Eastern Resort, Travel Representative: The Kennedy Co., 420 Lexington Ave., N. Y. • 9801 Collins Ave., Miami Beach 54, Fla. *Source, Media Records

NOW! 1,068,855 CIRCULATION DAILY IN TEXAS' 7 DOMINANT CITIES COVERS 75% OF THE BUYING POWER OF THE ENTIRE STATE OF TEXAS

The TEXAS GROUP

The TEXAS GROUP

The TEXAS GROUP

The TEXAS GROUP

BEAUMONT ENTERPRISE AND JOURNAL
The Corpus Christi Caller AND Times
DALLAS TIMES HERALD
The El Paso Times AND Herald-Post
FORT WORTH STAR-TELEGRAM
HOUSTON CHRONICLE
San Antonio Express AND NEWS
*Optional

COVER 181 COUNTIES DAILY—201 COUNTIES SUNDAY AT RATE AND MILLINE SAVINGS TO 23%—ONE ORDER—ONE RATE—ONE REPRESENTATIVE

OVER $1,000,000 IN SPACE CONTRACTS RECEIVED BY TEXAS GROUP NEWSPAPERS IN FIRST 22 DAYS!

This immediate response by both agencies and advertisers points up the fundamental soundness of the TEXAS GROUP — demonstrates your desire and willingness to utilize this bold approach to regional advertising at the newspaper level. The rapid expansion of the TEXAS GROUP to seven newspapers with 1,068,855 circulation daily is directly related to your keen interest in the TEXAS GROUP.

THE LARGEST NEWSPAPER GROUP IN THE NATION

1,068,855 Daily Circulation • 976,773 Sunday Circulation • Represented Nationally by the Branham Company

ON CHICAGO'S
Magnificent Gold Coast

Enjoy superlative luxury only five minutes from downtown . . . steps from famous restaurants and exclusive North Michigan Avenue stores.

Superb appointments and friendly service. Rooms, suites and apartments by the day, month or year.

Donald O. Cronin, Mgr.

LAKE SHORE DRIVE HOTEL
Overlooking Lake Michigan
181 E. Lake Shore Dr. · SU 7-8500

Ward Sends Out New 'Compact' 1961 Catalog with Prices Down

Montgomery Ward & Co., Chicago, has begun mailing approximately 6,000,000 copies of a new "compact" 1961 spring-summer catalog. Ward has changed the catalog to an 8x11" size, compared with last year's 9x13" size. The new 1,284-page catalog has the largest number of color pages of any catalog ever published by Ward. Paul M. Hammaker, president, said the book represents the culmination of five years of planning and an investment of $9,000,000 in new printing processes and presses. Mr. Hammaker said "prices on key items are 3% under prices on the same items in last year's spring-summer catalog."

While farm equipment no longer is listed in Ward's general catalogs, readers may clip out and send in a coupon to obtain the farm catalog or other special merchandise catalogs featuring toys, cameras, garden supplies, outdoor sports equipment, heating and ventilating supplies and frozen meats.

WOR Stations Name 3 VPs

WOR and WOR-TV, New York, have appointed three new vps. They are Martin S. Fliesler, vp and director of advertising for WOR and WOR-TV; Jacques Biraben, vp and general sales manager of WOR; and George R. Jeneson, vp and western manager of WOR and WOR-TV.

Tonemaster Pushes H.E.A.R.

H.E.A.R. (Hear Exactly as Recorded) is the theme of a new campaign launched for Tonemaster Mfg. Co., Peoria, Ill., maker of hearing aids. Magazine and newspaper ads, direct mail and point of sale will be used. Hall, Hoerr, Peterson & Harney is the agency.

M. Martell Appears in Testimonials in New Cognac Drive

NEW YORK, Jan. 3—Browne-Vintners Co., import subsidiary of Jos. E. Seagram & Sons, is currently running the most intensive advertising of Martell cognac brandy since the brand's introduction in the U.S.

After a sparse "tryout" around September, the new copy, running to a heavy schedule, features Michel Martell, seventh generation of his family to head the cognac company.

One of the ads quotes M. Martell as saying: "There's only one man in the world who has enough Martell. That's me!"

Another proclaims:: "His last name is the first word after dinner —since the reign of Louis XIV, the great name in cognac." The new series also introduces the newest member of the Martell family of cognacs, the V.S.E.P. (very superior extra pale).

■ The schedule calls for both b&w pages and four-color page ads in *Gourmet*, *Holiday*, *Newsweek*, *Social Spectator* and *The New Yorker*. Outdoor and newspaper advertising will also be used in the campaign, which will run through July.

Lawrence C. Gumbinner Advertising is the agency. =

Sosnow Agency Formed

Sosnow Advertising Agency has been formed at 20 Fulton St., Newark, by Lawrence Sosnow, president, and Frederic M. Rosenberg, vp. Mr. Sosnow was formerly with Newark Ladder Co. and more recently with F&M Advertising. Mr. Rosenberg has a background in public relations and sales and heads the agency pr and major sports promotion department. Accounts include the Jersey City Baseball Club, Edison Parking System, Muller Machinery Co., Newark Ladder Co. and others.

2 Join Holtzman-Kain

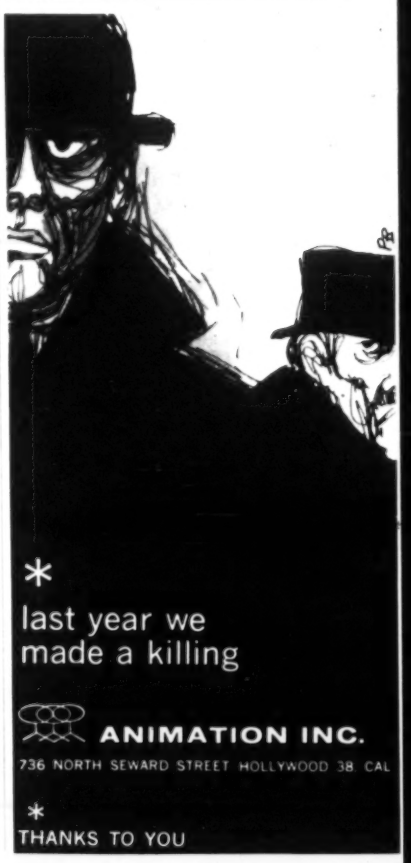
Charles R. Lawrence, formerly with Aubrey, Finlay, Marley & Hodgson and Buchen Co., and Joseph F. Sullivan, formerly with Ink-O-Paque Studios and J. Walter Thompson Co., have joined the copywriting staff of Holtzman-Kain Advertising, Chicago.

Air Express gets your shipment first on, first off

When the AIR EXPRESS label goes on your product, it becomes a top priority shipment . . . handled with kid gloves all the way. It never waits for package accumulation; it goes out immediately and on the first plane. And it goes where the jets go—always first on, first off on all 35 scheduled U.S. airlines. It's sped from pickup point to plane and delivered at its final destination by one of 13,000 AIR EXPRESS trucks, many radio-dispatched. Just one phone call is all it takes to speed your product—large or small—to any one of 23,000 communities in all 50 states . . . by swift, dependable jet-age AIR EXPRESS.

AIR EXPRESS

CALL AIR EXPRESS DIVISION OF R·E·A EXPRESS • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES



Account Executives

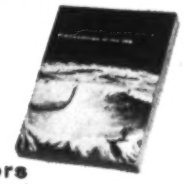
Call your
clients today
and fill them in
on the new
combination buy
in Chicago.
Two merchandisable
insertions
instead of one.
The Chicago Sun-Times
and
The Chicago Daily News
now give you
more readers per dollar,
more impact
on the buying public,
than ever before.

For two important announcements, turn to page 45!

Honoring the Minds that meet the Challenge of the '60s... **IRE remembers the MAN**

Haraden Pratt

For a share in the present, and a stake in the future, make your product NEWS in



... for

using electronics to promote public welfare

Electronics will have increasing impact on public welfare during the '60s, thanks to technical developments planned and administered by Haraden Pratt, winner this year of IRE's much-coveted *Founders' Award*. Mr. Pratt, IRE Secretary and consulting engineer, has been cited "for outstanding contributions to the radio engineering profession." IRE is proud to honor him, and to salute all who, in this challenging decade, work for the advancement of electronics and apply it to the betterment of our lives.

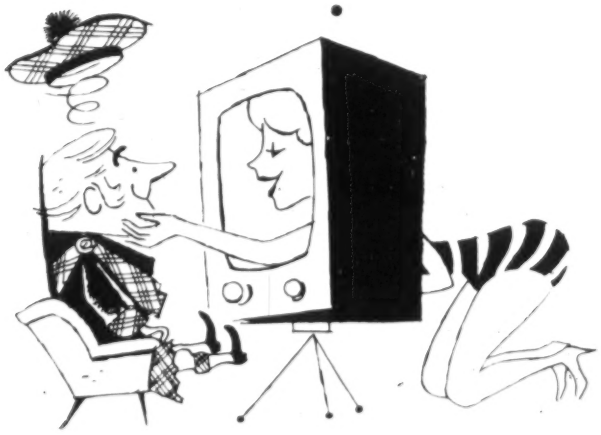
Your company, too, has to meet the challenge of the '60s in the vast radio-electronics field; to do so, it too must "remember the man" — must reach the top-level minds who control purchasing for electronic equipment, components and supplies. 65,243 (ABC) of them read **Proceedings** every month — ACT on what they read. Present your company's facts in **Proceedings** — and watch the reaction!

Proceedings of the IRE • The Institute of Radio Engineers

Adv. Dept. 72 West 45th St., New York 36, N. Y. • MUrray Hill 2-6606 BOSTON • CHICAGO • MINNEAPOLIS • SAN FRANCISCO • LOS ANGELES

Even parsimonious purchasers are persuaded by KOIN-TV, sales window for the Portland, Oregon market and 33 surrounding counties. KOIN-TV inspires confidence with programming tailored to fit the needs and interests of a wide audience eager to learn about your product or service. Be so kind as to check Nielsen for proof*

KOIN·TV persuades people in Portland!



* Highest ratings and widest coverage...7 of every 10 homes in Portland and 33 surrounding counties.

KOIN-TV—Channel 6, Portland, Oregon.

One of America's Great *Influence* Stations. Represented Nationally by CBS-TV Spot Sales.

Getting Personal

Larry Marks, vp and creative director of Dunay, Hirsch & Lewis, has had his first book of poetry published by Vanguard Press. It's a collection of poems written during his thousands of miles of air travel, and its called appropriately, "With My Head in the Clouds"...

The Winners: **Frank Beazley** of CBS-TV Spot Sales won the Ford Thunderbird donated by Triangle Stations at the annual Christmas party of the Radio-TV Executives Society, New York ... And **Al Shepard,** sales manager of Select Station Representatives, won one of the Ramblers at the New York Sales Execs' annual bash ...

Sandra Leigh Stowell and **John George Muir** of McCann-Erickson, New York, were married Dec. 17 ... **Lois Gaeta,** in the editorial department of J. Walter Thompson Co., New York, will be married in May to Ronald Crane ...

Paul Gumbinner, vp and radio-tv director of Lawrence C. Gumbinner Agency, New York, has been reelected for the fifth consecutive year to the presidency of Camp Vacamas, a camp for underprivileged children ...

The President's Committee on Employment of the Physically Handicapped has awarded a citation for meritorious service to WMCA, New York. **R. Peter Straus,** president of the Straus Broadcasting Group, of which WMCA is a member, accepted the plaque on behalf of the station ...

CITATION—*Joseph Dale Proost (left), production manager of Gordon Best Co., Chicago, receives the Alpha Delta Sigma outstanding service key and citation from President Howard B. Shaw at the 25th anniversary founders day dinner. Mr. Probst was founder and first president of the Chicago chapter of the professional ad fraternity organized in 1935.*

James H. Lavenson, president of Lavenson Bureau of Advertising, Philadelphia, has been named to the public relations policy committee of the local American Cancer Society ...

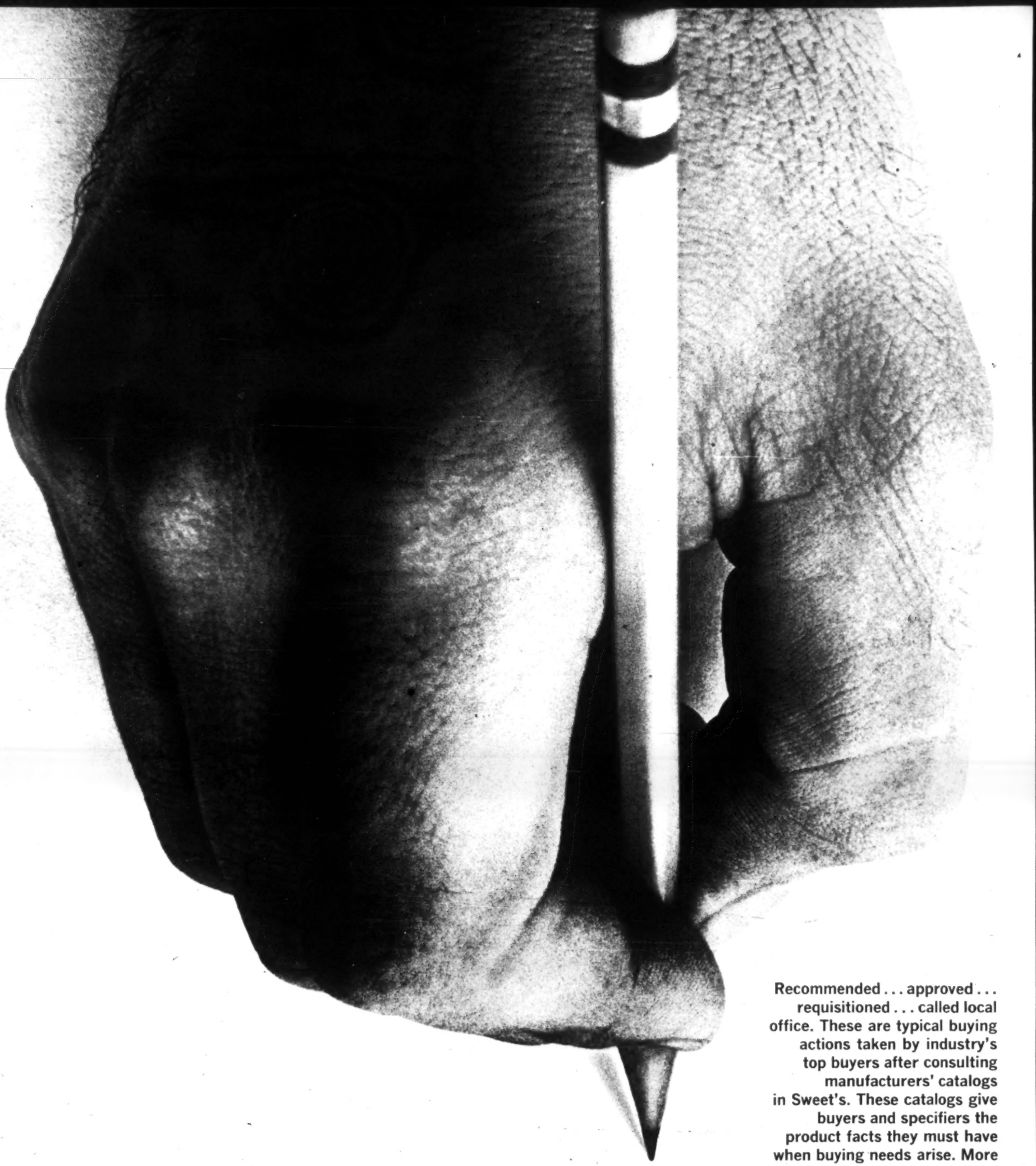
Newly appointed chairmen of the United Hospital Fund drive in New York are **Joseph H. Allen,** vp and director of advertising sales of McGraw-Hill, chairman of the magazine publishing committee; **Eli Gordon,** vp of J. Walter Thompson, head of the graphic arts committee; and **Esty Stowell,** exec vp of Ogilvy, Benson & Mather, heading the advertising committee ...

Clague Gamble Healy

PRESENTATION—*Former Audit Bureau of Circulations directors Stanley Clague, with Lloyd Hollister Inc., newspaper publisher, and E. Ross Gamble, formerly with Leo Burnett Co., admire a copy of a printed resolution of appreciation presented to Carleton Healy, who resigned from the ABC board after his retirement as a vp of Hiram Walker & Son. Earlier at an ABC dinner in December in Chicago, fellow directors presented Mr. Healy with a silver tray bearing the engraved signatures of each director in recognition of his 18 years on the board and his contributions to the bureau's work.*

Andrew Zeis of Compton Advertising in Chicago won the compact car that was first prize in KOLN-TV's December drawing. For the past month the Lincoln, Neb., station has been presenting a traveling slide show to agencies and advertisers across the country—and collecting cards for the drawing. Other main winners: **Stephen Silver,** assistant media buyer at Benton & Bowles, New York, who won a mink stole for his new bride of less than a week; **J. A. Taylor,** media supervisor at Procter & Gamble, Cincinnati, a diamond necklace; **Anne Harrington,** readership analyst, BBDO, Minneapolis, a 21-jewel watch; and **Leonard Kay,** broadcast buyer, McCann-Erickson, Chicago, a portable bar ...

An exhibition of ceramic tile paintings by **Art Rothenberg** is on display from Jan. 3-31 at Hofstra College's Walt Whitman Gallery on Long Island. The artist has been an art director at Leber & Katz, New York, since its founding seven years ago ...



SPECIFIED

Recommended . . . approved . . . requisitioned . . . called local office. These are typical buying actions taken by industry's top buyers after consulting manufacturers' catalogs in Sweet's. These catalogs give buyers and specifiers the product facts they must have when buying needs arise. More than 80 buying-action studies in six basic industrial and construction markets document the buying activity a catalog in Sweet's can produce for your products. Your Sweet's Representative will gladly review the results of these studies with you. Sweet's Catalog Service, Division of F. W. Dodge Corp., 119 W. 40th St., New York, N. Y.

Magic Iron Sets Drive

Magic Iron Cement Co., Cleveland, will run a continuous series of ads in *Better Homes & Gardens, House Beautiful, House & Garden, Sunset, Mechanix Illustrated, Popular Mechanics* and *The Saturday Evening Post* to promote Magic Steel, Magic epoxy glue, Magic Plastic Aluminum and other repair products. The first ad, stressing Magic Steel, will appear in the *Post* Jan. 28. Trade ads will run in *Hardware Age, Hardware & Housewares, Hardware Retailer, American Paint & Wallpaper Dealer, Automotive Chain Store, Automotive Retailer* and other media. Palm & Patterson, Cleveland, is the agency.

ORCHIDS FOR HER
AS LOW AS 11¢ EACH
FREE Catalog
ORCHAWAII
HQ: 305 7th Ave., N.Y. 1, N.Y. • OR 5-6500
BR: 30 W. Wash., Chi. 2, Ill. • AN 3-6622

Concordia First Religious Publisher Using 'Time'

Concordia Publishing House, St. Louis, the publishing arm of the Missouri Synod of the Lutheran Church, has launched a campaign in *Time* with a page in the Nov. 28 issue, followed by a series of 12 smaller ads, each offering a free booklet. The campaign, first use of *Time* by a religious publisher, is aimed at expanding the market for Lutheran books.

AGAINST LITTER—*Mel Richman, Mel Richman Inc., helps Philadelphia Streets Commissioner David M. Smallwood hoist the first of 5,000 new anti-litter posters and bus cards onto a city trash truck.*

Raeford Worsted Sets Devilish Push for Tropical Suits

NEW YORK, Jan. 3—Raeford Worsted Co., a division of Burlington Industries, will run one of the most extensive network radio and newspaper campaigns ever undertaken by a fabric mill. The schedule will be carried in the spring of 1961 to promote its Raeford 2/80s men's tropical suitings.

Ten commercials will be used for each of five consecutive weekends on NBC Radio's "Monitor," starting May 5. The humorous ads, featuring actors Jim Backus and Everett Sloan, will promote the cool, lightweight advantages of the fabric. Most of the commercials include the theme, "Raeford 2/80s screens out the heat and always looks smart as the devil." The term "2/80s" refers to the weave of the fabric.

Mr. Backus plays the part of a reporter who roams the world interviewing comfortably-suited men in "hot" situations. One commercial finds Mr. Backus in the heart of a jungle with an Englishman who is about to be cooked for supper. The surprisingly unconcerned Britisher explains his calm in verse:

On safari, says Sir George Depester,
I keep cool and extremely well dressed, sir,
In my suit of Raeford 2/80s,
Quite porous, not weighty,
Fine wool and Dacron polyester.

■ One commercial has Mr. Backus at the "red-hot club" interviewing a jazz musician, while another finds him on a movie set in Rome "watching Lover Boy Spigoni play a sizzling love scene." In still another ad, Jim Backus interviews the devil. In his Mr. Magoo-style voice, Mr. Backus, as the devil, says:

In my suit of Raeford 2/80s,
I keep cool though it's hot here in Hades.
To wear it is like a siesta.
It's a blend of Dacron polyester
With wool that is even rarer than cashmere.

Jim Backus (as the interviewer): "That doesn't rhyme."

Jim Backus (as the devil): "No, it doesn't rhyme, but it has reason. Raeford 2/80s is the lightest, coolest, two-ply tropical ever loomed."

■ Raeford also will run two-color, 250-line ads one time each in 51 newspapers in 45 top markets between March 31 and May 22. The red-and-black print ads will picture the devil and the company's "Screening out the heat" theme. Such phrases as "Devil of a good buy" will be used.

Henry Bach Associates is the agency. #

A. Stein Sets Spring Push

A. Stein & Co., Chicago, has scheduled its largest magazine campaign to promote Permalift and Magicool foundation garments this spring. Color and b&w pages and half-pages will run in 16 publications: *Cosmopolitan, Ebony, Glamour, Harper's Bazaar, McCall's, Modern Romance, Modern Screen, Photoplay, Screen Stories, Seventeen, True Experience, True Love, True Romance, True Story, TV Radio Mirror* and *Woman's Day*. Cruttenden Agency, Chicago, is the agency.

Shriner Joins Westclox

James E. Shriner, formerly in the merchandising and advertising department of Ray-O-Vac Co., has been named to the new position of sales promotion manager of Westclox, a division of General Time Corp., La Salle, Ill.

BERT RAY

TYPOGRAPHY IS AN INSTRUMENT*

*anything
used
in
doing
certain
work
or
in
producing
a
certain
result,
esp.
such
as
requires
delicacy,
accuracy
or
precision...

—The American College Dictionary

MONSEN typographers, inc.

22 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

960 W. 12TH STREET • LOS ANGELES 15, CALIFORNIA

Advertising Managers

Your Agency is on its toes, as usual! They'll be telephoning to suggest revising schedules to include Chicago's smart new combination buy— The Chicago Sun-Times and The Chicago Daily News.

Run one ad this week and the other next week—

get twice the trade-impact. And save money doing it. For more about it, see page 45!

Arthur Pinkham, 81, President of Lydia Pinkham, Is Dead

LYNN, MASS., Jan. 3—Arthur Wellington Pinkham, 81, president of the Lydia E. Pinkham Medicine Co. and grandson of the founder, died Dec. 31 in Lynn Hospital.

Although he was named president in 1921, following the death of his father, Charles H., Mr. Pinkham did not win control of the company until 1939, at the end of a legal struggle that had been going on for 40 years. He had been challenged by other descendants of Lydia Pinkham, who had begun making the product for female ills in 1873.

The product—developed by trial and error from unicorn root, life root, black cohosh, pleurisy root, fenugreek seed and alcohol—owed its tremendous vogue to heavy advertising. By the 1890s, the company was spending $800,000 a year on promotion, mostly in newspapers.

Mr. Pinkham ten years ago moved the $1,000,000 account from the old Erwin, Wasey & Co. to Harry B. Cohen Advertising, now Cohen & Aleshire. Today billings are about $800,000.

■ In 1925, after Mr. Pinkham had been president for four years, a relative, Lydia Pinkham Gove, made an effort to gain control of the company. She took over supervision of all advertising, following the death of James T. Wetherald, who had worked for a Boston agency handling the Pinkham account. She introduced a number of changes, including sponsorship of the old radio show, "The Voice of Experience." This came when company advertising was running to $1,500,000 annually—about 75% in newspapers.

The Gove-Pinkham battle then developed into a situation in which each branch of the family took over responsibility for half of the advertising appropriation. In 1929, the company started a house agency, but with the agency's stock split between the Goves and the Pinkhams, the result was chaotic. It was 1939 before Mr. Pinkham won control.

JAMES L. HAMAR JR.

SUMMIT, N. J., Jan. 3—James Lewis Hamar Jr., 58, a retired copywriter with Charles W. Hoyt Co., New York, died of leukemia at his home Dec. 30. Mr. Hamar was at Hoyt in 1937-'42 and 1945-'52. He retired in 1952 following a heart attack.

IRVING W. LYON

BEVERLY HILLS, CAL., Jan. 3—Irving Whitney Lyon, 63, retired executive with Doremus & Co., New York, died Dec. 30 while visiting at the home of his son here.

FRANK M. KEFFER

VAN NUYS, CAL., Jan. 3—Frank M. Keffer, 85, founder of the *Van Nuys News* and former president of the California Newspaper Publishers Assn., died Dec. 29 in Valley Presbyterian Hospital.

Mr. Keffer founded the *News* in 1911 and served on it for 25 years.

ROBERT H. KUPSICK

NEW YORK, Jan. 3—Robert H. Kupsick, 52, formerly a pr man for the Fifth Avenue Hotel, died Dec. 30 of multiple sclerosis at the Veterans Administration Hospital. He had also been an account executive at the Wortman, Barton & Russell agency. Until 10 years ago he was associated with a brother, Jack R. Kupsick, in the operation of the old J. R. Kupsick Agency.

HARRY B. AVERILL

LONG BEACH, CAL., Jan. 3—Harry B. Averill, 79, retired newspaper publisher, died here Dec. 29 after a year's illness. Mr. Averill was publisher of the *Daily Herald*, Mount Vernon, Wash., from 1928 to 1954, then went to Santa Paula, Cal., where he published the *Daily Chronicle* until his retirement in 1959.

Born in Michigan, Mr. Averill was in newspaper work in Colorado and California before going to Mount Vernon. He helped organize Washington Allied Dailies in 1933

New London—2nd Household Market For Connecticut Gen. Mdse. Sales!

Selling Gen. Mdse? New London households are buying—an average of $1262.*! That's $273 more than 1959, and 2nd among all Connecticut cities of 25,000-or-over. Corner this market with one buy: The Day, New London-Groton area's only local daily, giving you 98% city zone coverage!

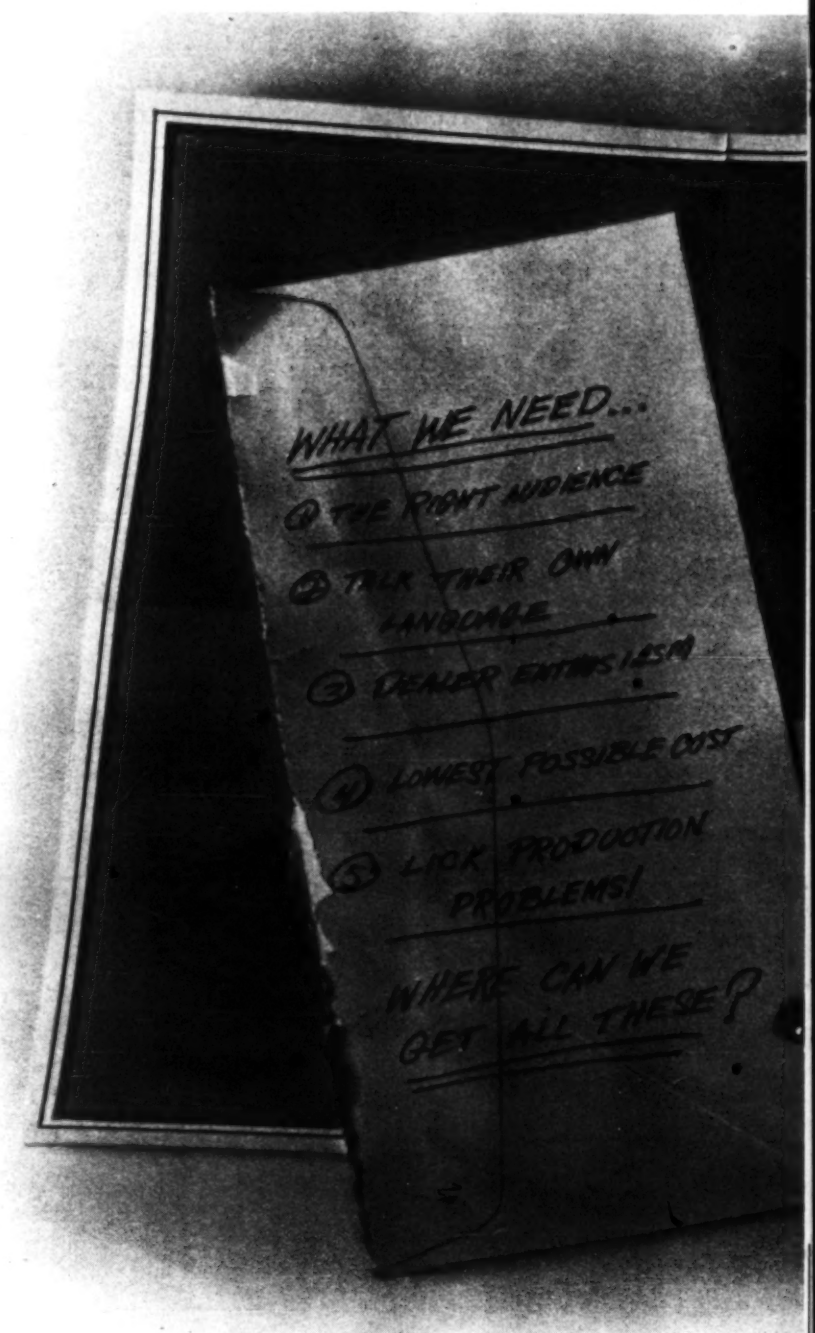
* SM '60 Survey

The Day

NEW LONDON, CONNECTICUT

National Representatives:
JOHNSON, KENT, GAVIN & SINDING, INC.

How to make more sales in the Common Market


WHAT WE NEED...
@ THE RIGHT AUDIENCE
@ TALK THEIR OWN LANGUAGE
③ DEALER ENTHUSIASM
④ LOWEST POSSIBLE COST
⑤ LICK PRODUCTION PROBLEMS!
WHERE CAN WE GET ALL THESE?

1. The Right Audience – People in positions to buy. Executives who buy for their companies. Men—and women—who buy for their families. Those who influence others to buy.

   11,266,000 people in the six European Common Market countries read the Reader's Digest each month. This is several times the audience of the next three leading international magazines combined. More than half the Digest's Common Market readers are in the top two income groups.

2. Talk Their Own Language – Reader's Digest is the only magazine published in all these Common Market languages: German, French, Italian and Dutch. In each country, Reader's Digest is a native. Its articles combine a universal appeal with a personal importance, sought by people everywhere. Germans think of Das Beste aus Reader's Digest as their own magazine; Frenchmen, Belgians, Italians and the Dutch feel the same about their editions.

3. Dealer Enthusiasm – Salesmen, wholesalers, retailers are essential to the success of any campaign. They can help infinitely more when they know about a campaign in advance, when they prepare for its impact, when they tie in with it at the point-of-sale, when they read it and can understand its importance. Only Reader's Digest can publish advertising in the four Common Market languages and back it with effective, meaningful merchandising.

and was the association's first president. He was also the first president elected by the Washington Junior College Assn. and had served as president of the Mount Vernon Chamber of Commerce.

DAVID E. BRONSON

SEATTLE, Jan. 3—David E. Bronson, 75, retired New Mexico newspaper publisher, died at his home on Mercer Island Dec. 30 of heart trouble. For more than 30 years Mr. Bronson was in the printing and publishing business at Las Cruces, N. M. He was publisher of the *Las Cruces Daily News* until his retirement 11 years ago.

Mr. Bronson was born in Mazomanie, Wis., and had lived here for the past six years. He had served as secretary and then president of the New Mexico Press Assn. and was a member of the Las Cruces Rotary Club.

F. L. RAMSDELL SR.

PHILADELPHIA, Jan. 3—F. L. Ramsdell Sr., 90, treasurer of Lee Ramsdell & Co., died Dec. 21. Mr. Ramsdell had been treasurer of the agency since it was founded by his son, Lee Ramsdell, in January, 1948. Before that he had been treasurer, general manager and director of Osborne Co., then of Newark, N. J., and Osborn Co. Ltd., Toronto. Later he was treasurer and general manager of the *Peoples Home Journal*. Upon retirement he acted as consultant to the printing and publishing industries. His son, Lee, survives.

GUSTAV FLEXNER

LOUISVILLE, Jan. 3—Gustav Flexner, 65, exec vp and secretary of Greater Louisville First Federal Savings & Loan Assn., who believed in advertising so strongly that no edition of the *Louisville Courier-Journal* has been published in more than 40 years without an ad for his association, died Dec. 30 of a heart attack.

On Dec. 31 Mr. Flexner would have observed his 35th anniversary as a broadcaster of his association's commercials on a number of radio stations in the area. Because of his interest in radio he had converted his office into a broadcast studio.

EDWARD B. STEVENS

WEST HARTFORD, CONN., Jan. 3—Edward B. Stevens, 52, a former publisher of the *East Hartford Gazette*, died at a party here on Christmas night. Mr. Stevens was mayor of East Hartford from 1945 to 1947.

KARL EASTON

LAKE WORTH, FLA., Jan. 3—Karl Easton, 64, publisher of the *Lake Worth Herald*, died Dec. 25 in a hospital at West Palm Beach. He had suffered a heart attack earlier in the week.

Mr. Easton, a native of Michigan, began his newspaper career as advertising manager of the *Dowagiac Daily News*. He and Mrs. Easton moved to Lake Worth in 1926 when he was named advertising manager of the *Herald*. Mr. and Mrs. Easton purchased the newspaper in 1942 and had operated it since.

MRS. E. T. MEREDITH

DES MOINES, Jan. 3—Mrs. Edwin Thomas Meredith, 82, who with her husband founded Meredith Publishing Co. in 1902, died Sunday.

Her son, E. T. Meredith Jr., is a vp of the company, and Fred Bohen, her son-in-law, is president of Meredith. A grandson, E. T. Meredith III, is in the circulation division.

Mrs. Meredith, the former Edna Elliott, was active in the business with her husband during the early years of the company, which began with *Successful Farming*.

Mr. Meredith, who died in 1928, was Secretary of Agriculture in President Woodrow Wilson's cabinet. He was a president of the Associated Advertising Clubs of the World (forerunner of the Advertising Federation of America), and in 1949 was elected to AFA's Hall of Fame. #

'Chicago Daily News' Moves to Sun-Times & Daily News Bldg.

The *Chicago Daily News* Jan. 3 celebrated its 85th anniversary in a new home in the Sun-Times & Daily News Bldg. The move from the old Daily News Bldg. was accomplished over the weekend.

The mechanical, advertising and commercial departments of the *Sun-Times* and the *Daily News* have been consolidated, but both newspapers will maintain their own news gathering and editing staffs, and each daily will "retain its own special identity," Marshall Field Jr., publisher of the two newspapers, said. Field Enterprises, which operates both newspapers, has been pouring more than $7,000,000 into the original *Sun-Times* plant, to expand and modernize it for the *Daily News*, Mr. Field said.

Weiss Gets Borg-Warner Unit

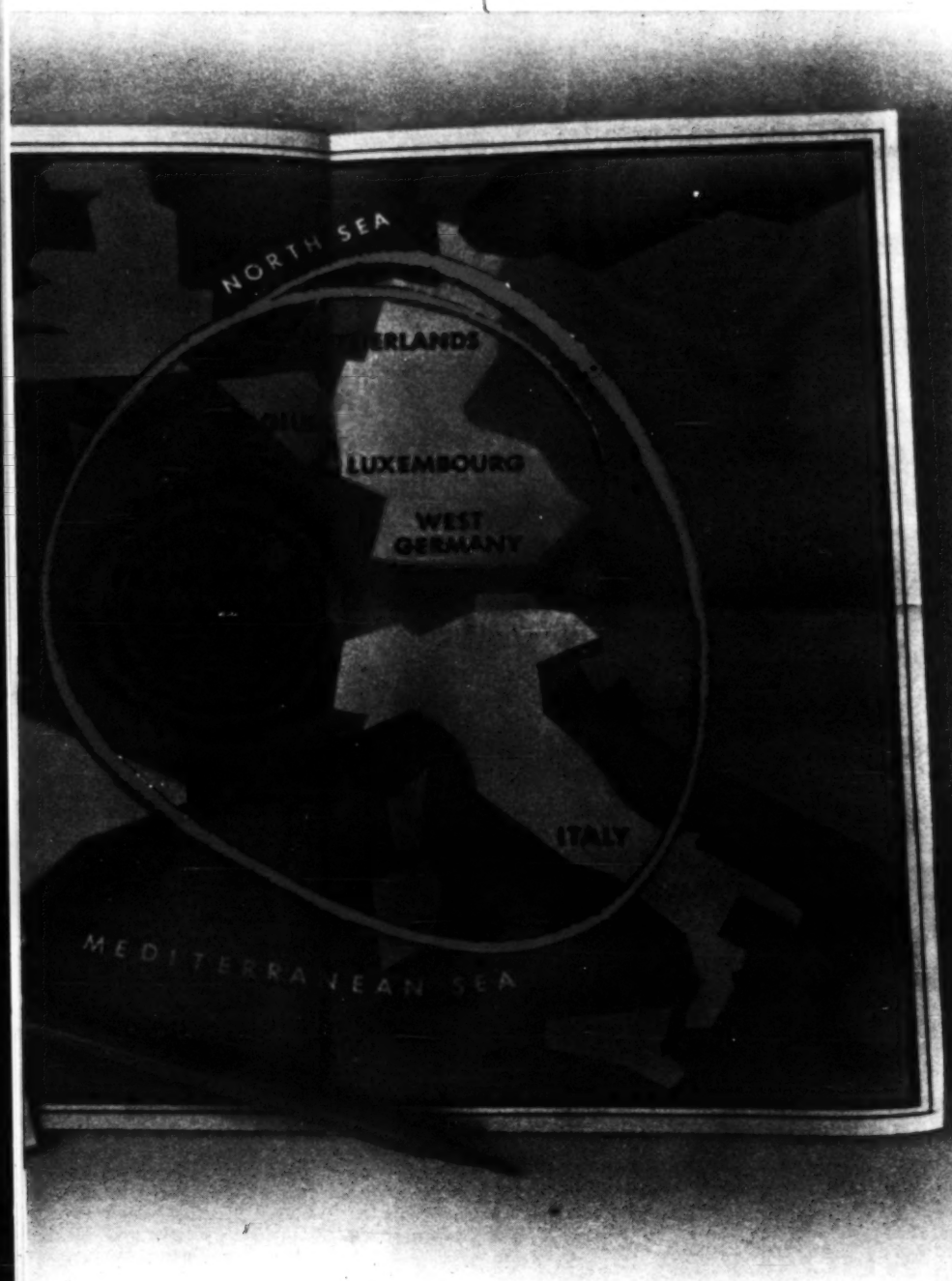
Borg-Warner Corp., Chicago, has appointed Edward H. Weiss & Co., Chicago, to handle advertising for its spring division, Bellwood, Ill. The division formerly was a direct advertiser.

Int'l Breweries Boosts Kelly

Charles M. Kelly, vp of sales of International Breweries, Buffalo, has been promoted to vp of marketing, succeeding C. Allison Monroe, who resigned. Mr. Kelly joined the brewer in 1955.

Babbitt Names Lennon

Michael F. Lennon, with B. T. Babbitt Inc., New York, since 1958, has been appointed national sales manager.



4. Lowest Possible Cost – Reader's Digest Common Market editions cost only a fraction as much per thousand as the next international magazine. Even a combination of the leading *national* magazines in each country cannot match the Digest's economy!

Magazine	B&W Page Cost	and Cost per M	4-Color Page Cost	and Cost per M
READER'S DIGEST	$5,710	2.14	$7,710	2.89
Next leading international magazine	$4,295	11.77	$6,315	17.30
Combination of leading national magazines in Common Market countries	$15,731	3.68	$22,560	5.28

5. What About Production Problems? Here's all it takes to put an advertisement in print—in Reader's Digest—throughout the Common Market:

● Write one ad—in English. ● The Digest will translate it, free, into German, French, Italian and Dutch. ● Only one set of plates is needed. Digest will make duplicates—even in full color. ● Send only one insertion order—to a Digest office in the U. S. or overseas. ● Pay in dollars or local currency in Europe.

Reader's Digest

Largest magazine circulation in the world. Over 21,000,000 bought monthly.

CONVERSATION PIECES FOR PRODUCTION PEOPLE

#5

The youth had been trained well by his father in the science of navigation, but the captain had one idiosyncrasy the purpose of which had never been revealed to the son. Each morning in his cabin he would unlock a desk drawer and gaze intently into it, then close and lock it.

Upon his father's death, the son assumed command of the ship and hastened to discover the secret of the locked drawer. To his amazement therein lay a paper upon which appeared these words, "Starboard *Right*—Port *Left*."

For a once-in-a-while peek in your drawer perhaps you would like a memo on engraver's filters for color separation negatives. Violet for the yellow cut out, green for the red negative, red for the blue, and yellow for the black correction.

Expert pre-correction in correlation with powderless etching of copper originals

HUTCHINGS & MELVILLE, Inc.
Custom Photoengravers
4043 North Ravenswood Avenue, Chicago, Illinois
HM

Underwood Starts Training

Jack Underwood, assistant classified advertising manager of the *Los Angeles Times*, has been transferred to the daily's circulation department as one of the first participants in the company's management development program. The Times-Mirror Co. said the new program "is designed to provide all managers and potential managers with opportunities for self-development, to improve their managerial skills, and to develop management talent for the future."

BofA Names Two

Louis Tannenbaum, at one time ad manager of R. H. Macy & Co. and more recently a newspaper advertising consultant, has joined the Bureau of Advertising, American Newspaper Publishers Assn., as vp of department and chain store marketing, a new post. The BofA also has named William J. Solch, formerly eastern manager in New York, central manager of chain store sales in Chicago.

REASONS FOR PRIDE—*Marion C. Nelson, president of Gillham Advertising Agency, Salt Lake City, displays several of many awards won by the agency in its 50-year history.*

Gillham Marks 50th Anniversary

SALT LAKE CITY, Jan. 3—Gillham Advertising Agency marked its 50th anniversary at the close of 1960 with a staff dinner and a major modernization and expansion of its offices, completed in time for the anniversary.

At the dinner, the agency gave special recognition to eleven staff members who have been associated with it ten years or longer. They are, in addition to President Marion C. Nelson, Jay Y. Tipton, Lon Richardson, Clair Lindgren, J. Robert Furner, Esther Cook, Robert F. Rohlfing, Ethel Schonian, Claire Bearnson, Wendell J. Ashton and Aulene Cain. #

'Business Week' Names Seven District Managers

Business Week has named four new district managers and reassigned three others. Henry T. Berry, formerly central western manager of *American Exporter*, has been named Philadelphia district manager. Francis F. McAdams, formerly district manager in upstate New York and Ontario, will be assigned fulltime to New York City and Long Island. Richard J. McGurk, Detroit district manager, has been named to the new post in Cincinnati. He is succeeded in Detroit by Donald C. Maunders, formerly midwestern manager for the *Journal of Commerce* in Chicago.

Albert D. Gray, formerly a sales representative for *Better Homes & Gardens*, has been named to the Chicago post. Russell H. Antles, a multi-publication representative with the company, has been named to Los Angeles. He will replace Alfred L. Blessing, who will move to New York about March.

Wise Sets Potato Chip Drive

Wise Potato Chip Co., Berwick, Pa., has earmarked more than $500,000 for 1961 advertising and promotion in its 27-state marketing area, built around the theme, "Irresistible always." Media include spot radio and television, newspapers, transportation and dealer cooperative. Lynn Organization, Wilkes Barre, is the Wise agency.

Ralston Offers Premium

Ralston Purina Co. will advertise a $1 plastic dog feeding bowl, starting Jan. 17 on Ralston's regular television shows and backed with two-color page ads in *Family Weekly*, *Parade*, *This Week Magazine* and 58 independent newspaper supplements. A point of sale display will also be used. Gardner Advertising Co., St. Louis, is the agency.

PURVEYOR'S PARADISE

Iowa has 25% of all the Grade A farm land in the U.S., and its farmers average $14,187 per year income from this choice land. Yet farm income is *only half* of the picture in Iowa where income from industry now *equals* that from farming.

WHO-TV covers 57 high-income counties in Central Iowa — one of America's most unique television markets. It embraces more top-income farm counties than any other television market in the U.S., and gives you Des Moines — Iowa's largest metropolitan center — as a bonus. In all, this is a big, important $2 *billion* market.

Reach more of Central Iowa's prosperous rural and urban families, alike, with WHO-TV. It's an area worth reaching with the best you can buy. Ask your PGW Colonel for availabilities soon!

Source: Sales Management Survey of Buying Power, July 10, 1960, and SRDS, October 15, 1960.

WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines WOC-TV, Davenport

WHO-TV
Channel 13 • Des Moines
NBC Affiliate
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *National Representatives*

Space Buyers

Make clients
(and
Account Executives)
applaud
your acumen
when you
come up with
a 2-paper buy
in Chicago
that makes
schedule sense
and is
very, very
money-wise!

See page 45 for two important announcements from The Chicago Sun-Times and The Chicago Daily News

As the 3,338th issue of The American Weekly goes

to press...

The American Weekly is now in its 65th year!

And, while this 3,338th issue goes to press, our sights are focused on the active future ahead—a future that will continue the rich traditions of editorial leadership that have made The American Weekly the Best Read Sunday Magazine!

Indeed, the future will be a prime ingredient of The American Weekly's editorial policy. As a case in point, beginning with the January 8th issue, a dramatic new series will be instituted: The American Weekly Crystal Ball, reporting the events of the future, today. Every single issue during this 65th Anniversary Year will carry an American Weekly Crystal Ball feature.

The "Crystal Ball" series will focus not so much on the distant future as on the decade ahead—the future most readers will live to realize. Amazing things are happening right now in the laboratories and on the drawing boards of scientists and engineers—things which forecast dramatic changes in our lives. Wholly new concepts of housing, of transportation, of nutrition, of health, education and communications are under development. The American Weekly will capture the excitement of these developments for its readers with articles by topmost authorities in their respective fields—men and women who will become members of The American Weekly's Anniversary Board of Experts on the future.

The "Crystal Ball" series has been planned in celebration of the 65th Anniversary Year of The American Weekly. It will be an important milestone in the publishing field. It will also have great significance to all men and women concerned with the selling of products and services. For, The American Weekly's "Crystal Ball" will be a vital editorial 'first' that will create a vast new audience potential for advertisers searching for a dynamic medium with which to capitalize on tomorrow today.

Another first is a historic and exceptionally striking photo-portrait of the new President and First Lady by Karsh, the most famous portrait photographer in the world. This new full-color portrait of the Kennedys will appear on the front cover of the January 15th issue of The American Weekly. A fine art reproduction of this photo-portrait will be made available to American Weekly readers on a first come, first serve basis for one dollar, to cover printing and mailing costs.

The American Weekly gets action because it speaks in terms people understand about things that concern them most. It is the pipeline to the heart of America—concentrating 85% of its circulation in the rich, decision-making "A" markets and contiguous counties.

The American Weekly

Put the Emphasis on

MEMPHIS

and get a 2 for 1 deal!

When you use Memphis newspapers you get complete coverage of the 620,100 population Memphis Metro Area. That by itself is a good buy.

But the extra impact you get with the outstanding coverage outside Memphis is like capturing an additional market containing 1,912,900 people. That's a total of 2,533,000 people in the 76 counties.

To help you appreciate the sales potential of this important market, we'll be glad to forward our "Emphasis on Memphis" booklet. No obligation . . . drop us a note.

Buy Memphis
Buy Memphis Newspapers

THE COMMERCIAL APPEAL

MEMPHIS PRESS-SCIMITAR

Memphis, Tenn. Scripps-Howard Newspapers

Information for Advertisers

"$13.9 Billion Construction Boom," a brochure describing the construction and maintenance market in Illinois, Indiana, Ohio, Kentucky and eastern Missouri, has published by **Construction Digest.** The brochure includes data on state highways, local roads and streets, sewerage and waterworks, public buildings, military, waterways and airports, and utilities. Additional information may be obtained from *Construction Digest*, P.O. Box 1074, Indianapolis 6.

• "Sources of Published Advertising Research," a book describing 135 familiar and not so familiar sources of advertising and marketing information, has been published by the **Advertising Research Foundation.** The volume reports and comments of 73 bibliographies, 25 abstracting periodicals, 29 directories and six special libraries. Additional information may be obtained from George Shirey, Advertising Research Foundation, 3 E. 54th St., New York 22.

• The Jan. 8 issue of the **Des Moines Sunday Register** contained the annual "Iowa Review & Outlook," a three-section chronicle of what happened in Iowa during 1960 and what lies ahead. More than 70 Iowa cities and towns were represented in the Iowa community section, telling the story of their growth and industrial advantages they have to offer companies seeking Iowa locations. The business section contained facts and figures on Iowa's economy, plus a review of the state's industrial growth. The third section was devoted to the insurance industry. Copies of the three-section chronicle may be obtained from David Kruidenier Jr., vp, Register & Tribune Co., Des Moines.

• "1961 Buying Intentions of Farm Families in Minnesota," covering farm buildings and equipment, house, home conveniences and furnishings, family vacations, automotive and tractor equipment, new field equipment, general equipment for the farm and commercial fertilizer, has been published by **The Farmer**, 55 E. Tenth St., St. Paul 1.

• "The Relationship of Sales to Advertising: The Van Diver Study," with an analysis and comments by J. J. Wallace, president of Wallace Publishing Co. Ltd., has been published by and is available from **Wallace Publishing Co. Ltd.**, 146 Bates Rd., Montreal.

• **Scripps-Howard Research**, Cincinnati, has issued "A Factor Analytic Study of Attitudes Toward the Mass Media," a 10-city study conducted by the communications research center of Michigan State University, East Lansing, Mich. The study is concerned with the public images of four media—newspapers, magazines, radio and television and sorts out the connotations these media have into groups or clusters, correlating them by city. Additional information may be obtained from Scripps-Howard Research, 1122 Union Central Bldg., Cincinnati 2.

• A plan to help retailers match consumer buying habits with advertising expenditures is the theme of a new book, "The 10th Annual Time Table of Retail Selling Opportunities," that has been published by the **Louisville Courier-Journal** and **Times.** Included in the book are seasonal sales patterns for 18 store types, national sales data for approximately 100 merchandise lines, advertising-linage patterns for 75 more, plus sales data for the eighth Federal Reserve district, which includes Louisville. Copies, priced at $2 each, may be obtained from the *Courier-Journal* and *Times*, Louisville. #

Newsprint Consumption Climbs

U. S. newsprint consumption in November and for the first 11 months of 1960 were at record levels, according to a report put out by the American Newspaper Publishers Assn. Newspapers reporting to ANPA consumed 496,675 tons in November, up 1.9% from consumption reported in November last year. For the 11-month period, newspapers consumed 5,074,849 tons of newsprint, a gain of 4.2% over consumption for the like period last year. Estimated total consumption for November was 662,233 tons; for the 11-month period, 6,766,465 tons.

Kreider Joins DeSoto

Frank B. Kreider has been named director of marketing of DeSoto Chemical Coatings, Chicago. He formerly was with Union Asbestos & Rubber Co., Chicago.

Bauer & Tripp Adds Prince Macaroni, Simonin's Accounts

Prince Macaroni Mfg. Co., Lowell, Mass., maker of Italian food products, has appointed Adrian Bauer & Alan Tripp, Philadelphia, to handle its advertising and for all its subsidiary companies. Prince Macaroni recently named Bauer & Tripp advertising and marketing counsel for the parent company. The company also has operations in Chicago, Brooklyn, Detroit, Miami, Merchantville, N. J., and Rochester, N. Y., each of which formerly had its own agency.

Bauer & Tripp also has been named to handle advertising for C. F. Simonin's Sons, Philadelphia, refiner of edible oils. The account, recently with W. B. Doner & Co., was handled by Bauer & Tripp until four years ago. E. Bradford Hening, a director and vp of Bauer & Tripp, has been promoted to exec vp.

Crown Cork to Lefton

Crown Cork & Seal Co. has appointed Al Paul Lefton Co., Philadelphia, to handle all advertising. Crown makes aerosol cans and metal closures. The previous agency of record is Aitkin-Kynett Co.

"To SELL Europe you must KNOW Europe!"

"—You most also know the Agency you plan to work with!" says Rudy H. Finold, American Joint Managing Director of Advertising International,—the dynamic Agency which has established a leading position for itself in little over two years operation in Brussels, the Capital of the Common Market.

The Agency is already handling advertising in a wide range of media for important clients including British Petroleum, Bovril, Prisma TV, Olida, Brylcreem, Liebig, De Beukelaer, View-Master . . . Mr. Finold speaks of the two-prong entry which his Agency has made into Belgian advertising.

"First, there's *top-quality work*. The public must be "sold", and advertising has its unique part to play in making sales!

"Secondly, but equally important, there's *first-class service*. This is a word we really know the meaning of! Our Clients are of many nationalities, in many fields, but we find that without exception they appreciate the "personalised" brand of service which our team of international experts gives to their "problems".

"Are *you* an Agency or a Company contemplating Europe?" We have associate Agencies throughout Europe who think as we do about advertising. So if your problem's Belgium, Benelux or Europe—write to us about it.

We can be of service to you!"

Advertising International, s.p.r.l.
32, Bd. Léopold II, Brussels, Belgium.

ADVERTISERS WANTED TO KNOW...
THE NUMBER 1 STATION IN THE DES MOINES AREA MARKET!

SO . . .
ADVERTISERS AND AGENCIES SELECTED THE AREA!
IT WAS THE 23 COUNTIES WHICH ADVERTISERS AND AGENCIES DEFINED AS THE DES MOINES MARKET

PULSE, INC. MADE THE SURVEY!
THE PERIOD COVERED MONDAY TO FRIDAY, JUNE 15 - 28, 1960

THE RESULTS?
KIOA
AGAIN WAS RATED
1st CHOICE
IN THE 23 COUNTY DES MOINES ADVERTISER AREA

CHARLES STONE, General Manager
JIM DOWELL, V.P. & Dir. of National Sales

Public Radio Corp.
KIOA DES MOINES · KAKC TULSA · KBKC KANSAS CITY

FOR COMPLETE INFORMATION ON KIOA CONTACT KIOA OR ADAM YOUNG, INC., REPRESENTATIVES

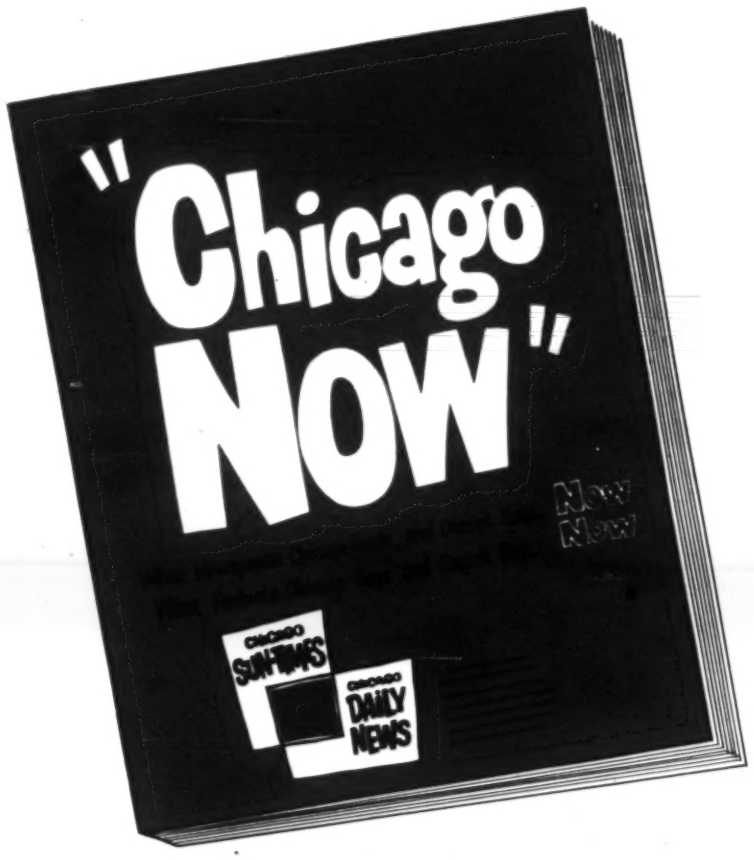
TWO Announcements of major importance to everyone who advertises in Chicago...

CHICAGO SUN-TIMES

CHICAGO DAILY NEWS

1. A monumental new market Study

Approved by the Advertising Research Foundation



"Chicago NOW" is the result of a new W. R. Simmons study, the most comprehensive ever made of the Chicago market. Based on extensive interviews with 4,374 Chicagoans, it comes to you with official A.R.F. approval on its design, technique and interpretation.

"Chicago NOW" reveals new and surprising facts about Chicagoans...what they now own and buy...where they vacation and how they get there ...where they live...what they drive. It tells you their incomes, ages, occupations, activities, education. And it tells you what newspapers they read "yesterday." Not their "reading habits" or "paper preferred" or even "paper bought"—but *actual readership.*

In "Chicago NOW," you see for the first time the true relationship of Chicago's four great newspapers to their market.

FOR EXAMPLE: "Chicago NOW" reveals that more than 8 out of 10 Chicagoans read one or more newspapers every week... and that "yesterday" alone, more than 7 out of 10 were newspaper readers.

It also reveals that any single Chicago newspaper now misses the majority of Chicago's people. Now, more than ever before, it takes two (or more) newspapers to cover this market.

YOUR AD IN THE TRIBUNE ALONE

COVERS 38.4% — MISSES **61.6%**

YOUR AD IN THE DAILY NEWS ALONE

COVERS 24.0% — MISSES **76.0%**

YOUR AD IN THE SUN-TIMES ALONE

COVERS 30.7% — MISSES **69.3%**

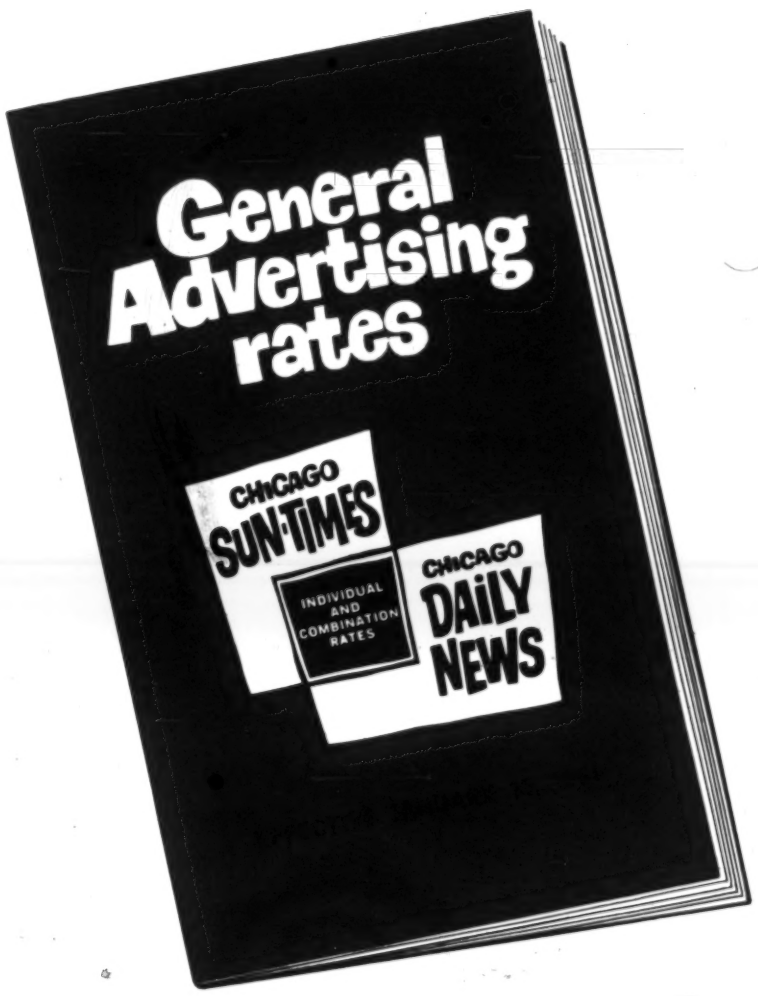
YOUR AD IN THE AMERICAN ALONE

COVERS 19.4% — MISSES **80.6%**

...and this coverage comparison holds true for every major buying group in the market. Whether you want to reach men, women, families with children, people 55 years and older, or any other audience, "Chicago NOW" proves conclusively that you need a combination of newspapers for adequate coverage.

2. A money-saving new rate structure

for
The Chicago Sun-Times
and
The Chicago Daily News



Now published in one plant, The Chicago Sun-Times and The Chicago Daily News can offer advertisers important new savings and new flexibility. The rate structure outlined below changes drastically all previous concepts of newspaper advertising in the Chicago market.

New City and Suburban Rate gives you new flexibility. Advertisers buying the Sun-Times and Daily News in combination now have the choice—broad coverage offered by full run, or pinpointed metropolitan coverage at new low rates.

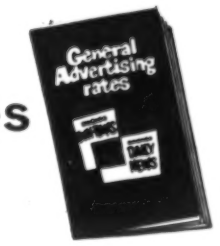
New, Uniform Contract Rates. Advertisers using either or both of these newspapers now enjoy the same generous discount structure at any level of contract linage.

New Combination Discount. A special extra discount of 10% for advertisers placing the same ad in The Sun-Times and The Daily News. This discount gives you the sales power and trade impact of two ads at tremendous savings. (And you can schedule the ads on different days, as many as eight days apart.) If you are now using The Sun-Times, you can *add* The Daily News to your schedule at a full 20% savings—and vice versa.

Details of this new rate structure are available in the Card effective January 15, 1961. It is available from your Sun-Times and Daily News representative right now.

what these two announcements mean to you...

with these new market facts

and these new rate figures 

here's what your dollars can do in Chicago Now

IF YOU USE 2 CHICAGO NEWSPAPERS

The new Chicago Sun-Times/Chicago Daily News combination delivers more readers per dollar than any other Chicago combination

AUDIENCE

	% Unduplicated Coverage	Unduplicated Readers	Total Readers
Sun-Times Tribune	57.6%	2,701,140	3,240,000
Daily News Tribune	49.9%	2,339,500	2,927,000
American Tribune	49.9%	2,338,500	2,710,000
Sun-Times Daily News	47.3%	2,218,000	2,567,000
Sun-Times American	43.5%	1,991,500	2,350,000
Daily News American	39.1%	1,835,000	2,037,000

READERS PER DOLLAR*

	Unduplicated Readers	Total Readers
Sun-Times Daily News	970	1123
Sun-Times Tribune	491	1069
Daily News Tribune	772	966
American Tribune	796	922
Sun-Times American	730	861
Daily News American	688	747

IF YOU USE 3 CHICAGO NEWSPAPERS

Any 3-paper combination that includes both the Sun-Times and Daily News now delivers up to 26.7% more readers per dollar than combinations not including both these newspapers.

AUDIENCE

	% Unduplicated Coverage	Unduplicated Readers	Total Readers
Sun-Times Daily News Tribune	65.8%	3,084,500	4,367,000
Sun-Times American Tribune	65.1%	3,055,500	4,150,000
Daily News American Tribune	59.9%	2,810,000	3,837,000
Sun-Times Daily News American	57.1%	2,678,500	3,477,000

READERS PER DOLLAR*

	Unduplicated Readers	Total Readers
Sun-Times Daily News Tribune	790	1118
Sun-Times Daily News American	743	965
Sun-Times American Tribune	723	954
Daily News American Tribune	646	882

*For 1,000 line insertion, based on the following rates: Sun-Times and Daily News C & S rates effective January 15, 1961; Chicago Tribune C & S rates, Card No. 112; Chicago American Card No. 20.

It's clearer now than ever before—in Chicago, it takes 2 or more and The Chicago Sun-Times and The Chicago Daily News are

TOP TWO FOR THE MONEY

CHICAGO
SUN-TIMES

TOP TWO
FOR THE
MONEY

CHICAGO
DAILY
NEWS

DeVilbiss to MacManus

MacManus, John & Adams of Canada Ltd. has been named to direct advertising for DeVilbiss Ltd., effective Feb. 1. The account, which is expected to bill between $50,000 and $75,000 a year, had been at Gent Advertising. DeVilbiss is said to be Canada's largest manufacturer of paint finishing equipment. It also makes a wide range of other products including air compressors and steam vaporizers.

Coast to Launch Push

Coast Construction Co., Los Angeles, home remodeling construction company, will launch a $100,000 consumer advertising campaign early this year. Sunday supplements and spot radio will be used. Henry Rich & Associates, Los Angeles, is the agency.

NATIONAL CATHOLIC FAMILY MAGAZINE

Put this active market place on your next schedule.

MARCH ISSUE CLOSES JAN. 20

Orders and sample copy requests to

ANGELA M. CRAWLEY & STAFF

National Advertising Representative

28 E. Jackson Blvd. Chicago 4

Telephone HArrison 7-7176

St. Anthony MESSENGER

57% of Industrial Advertisers Hike '61 Budgets: 'IM'

(Continued from Page 3)

as the budget determinate, and there was a decrease in the number of advertisers whose budgets were set purely on a "task" basis.

By comparison, 32.7% of the 1961 budgets in the *IM* study were set by the task method, while the 1960 figure was 33.6%. Per cent-of-sales was the method reported by 16.3% for 1961, compared with 13.2% last year. Of those using the per cent-of-sales system, 10.4% used the 1961 anticipated sales—rather than 1960 actual—as the base.

Companies represented in the *IM* report represent 23 different 2-digit SIC industry groups and ranged in size from one with gross sales of $570,000,000 to another with annual sales of just under $700,000. Budget sizes for these companies ranged from $2,500,000 down to $9,000.

■ Some other highlights of this year's survey point up some changes in patterns, practices, composition and handling of ad budgets by the respondents. For example, percentage allocations per budget item were refined to the point where many ad managers reported in four-digit percentages, rather than in "round numbers," as they did in previous years.

Various items proved to be virtually standard in all ad budgets, with more than 50% of all advertisers reporting budget listings for business publications; catalogs; direct mail; trade shows; and dealer and distributor helps.

Sales promotion is another area showing change. It is being budgeted separately by more advertisers, and, among many without a separate budget, funds are being specifically earmarked within the basic ad budget for sales promotion activities.

■ The *IM* questionnaire divided budgets into 15 media category and six out of the total show increased allocations this year over last. For those with the item in their budget, ranked on the basis of average percentage allocation per budget item, here are the categories getting more money in 1961:

Budget Category	increase
Catalogs	3.6%
Administration & salaries	2.7
Direct mail	0.9
Trade shows	0.2
Market research	0.2
Business publications	0.1

■ On a collective basis, the 216 different advertisers who returned the *IM* questionnaire will spend $53,100,000 for their 1961 advertising programs. In addition, 32 advertisers will collectively spend an additional $2,700,000 on sales promotion.

Highest dollar volume per budget item is that reported for business publications, with 201 advertisers planning outlays of $18,699,000. Catalogs and direct mail allocations follow, with respective totals of $7,500,000 and $5,500,000. Finishing out the top five budget categories were general and management publications with total allocations of $3,400,000 and trade shows with $2,700,000.

The *IM* report, written by Jay Bullen, editorial research director, contains tables and detailed statistics on all aspects of industrial ad budgets, with data grouped by SIC, company size, ad budget volume, etc. Actual dollar outlays and percentage allocations are both included in the two-part report, the second instalment of which will appear in the February issue of *Industrial Marketing*. #

Dave-El Farms Names Venet

Dave-El Farms, Lakewood, N. J., has appointed Venet Advertising Agency, Union, N. J., to handle advertising and merchandising for Mr. Jersey and Jersey-Ann eggs.

Would you like to meet the Hardware Distributors who can help you sell more products in the '60's?

Hardware Age MAP can give you the precise information you need to make these contacts

Would you like to talk to hardware distributors who sell products such as you manufacture?

Would you like to sit down with them, armed with facts such as: how your class of products is purchased and what is its dollar potential in stores in various sales-size groups?

Would you like your salesmen to know *in advance* the names of the buyers they should call on?

You can, through M·A·P — the Hardware Age Marketing Assistance Program.

M·A·P has ✓ the latest hardware market sales figures for nine merchandise classifications. M·A·P also presents ✓ the new Hardware Age Verified List of Hardware Wholesalers — a practical encyclopedia of names and places and activities in the selling channels serving the $3 Billion Retail Hardware Market.

To get this information promptly, tell us what products you sell or plan to sell in the hardware market. Merchandise Category Summaries will be sent you, free, in this handy Folder File. The new Verified List is $15.00 a copy.

Your advertising will meet

More Eager Readers in

Hardware Age

HARDWARE AGE'S

MAP

Marketing Assistance Program

can help you here:

✓ **NATIONAL SURVEY.** A scientific sampling of 41,000 hardware stores. Covers 224 hardware products in nine categories. Shows total retail and average sales volume. Percent of stores carrying each product. Number of brands carried and where purchased.

CHILTON RESEARCH SERVICES. The Chilton Company research department is available — for a reasonable fee — on an independent, fully confidential basis to manufacturers, agencies and others for conducting market and product research.

GENERAL COUNSELING FROM HARDWARE AGE STAFF. The marketing experience and knowledge of the Hardware Age organization is at your service. Advice on such key problems as cataloging, pricing, discounts and distribution.

✓ **VERIFIED LIST.** The most complete list of hardware wholesalers in the industry. Includes names, addresses, territory covered, lines handled and buyers for 558 general hardware wholesalers in the U.S. and Canada — plus 1,350 manufacturers' agents.

CENSUS OF RETAIL HARDWARE DEALERS. Includes all 41,000 known hardware retailers broken down into volume groups by states. Census maintained daily for extremely accurate research and promotion uses.

MAILING SERVICES. Keyed to the Hardware Age Census of Retail Hardware Dealers — the most accurate, complete, up-to-date lists in the business.

MERCHANDISE DIRECTORY NUMBER. Lists 6,888 hardware products with 9,845 cross references. Gives manufacturers' names, addresses and more than 25,000 brand names.

MERCHANDISING SERVICES Promotions by Hardware Age advertisers can be supported with such items as tear sheet folders, post cards, bookmarks and easels.

MEDIA HELP. Helpful material for the media buyer: readership studies, page sales analyses and a Planning Guide giving valuable information on the hardware markets.

A Chilton Publication

ABC Member NBP

Chestnut and 56th Street

Philadelphia 39, Pa.

They Like Fun

Why does The Mirror lead New York's seven dailies in advertising of fishing boats and in hunting and fishing equipment? Because The Mirror has the class of the mass market. Its readers like fun - and can afford it.

Make The Mirror a MUST!

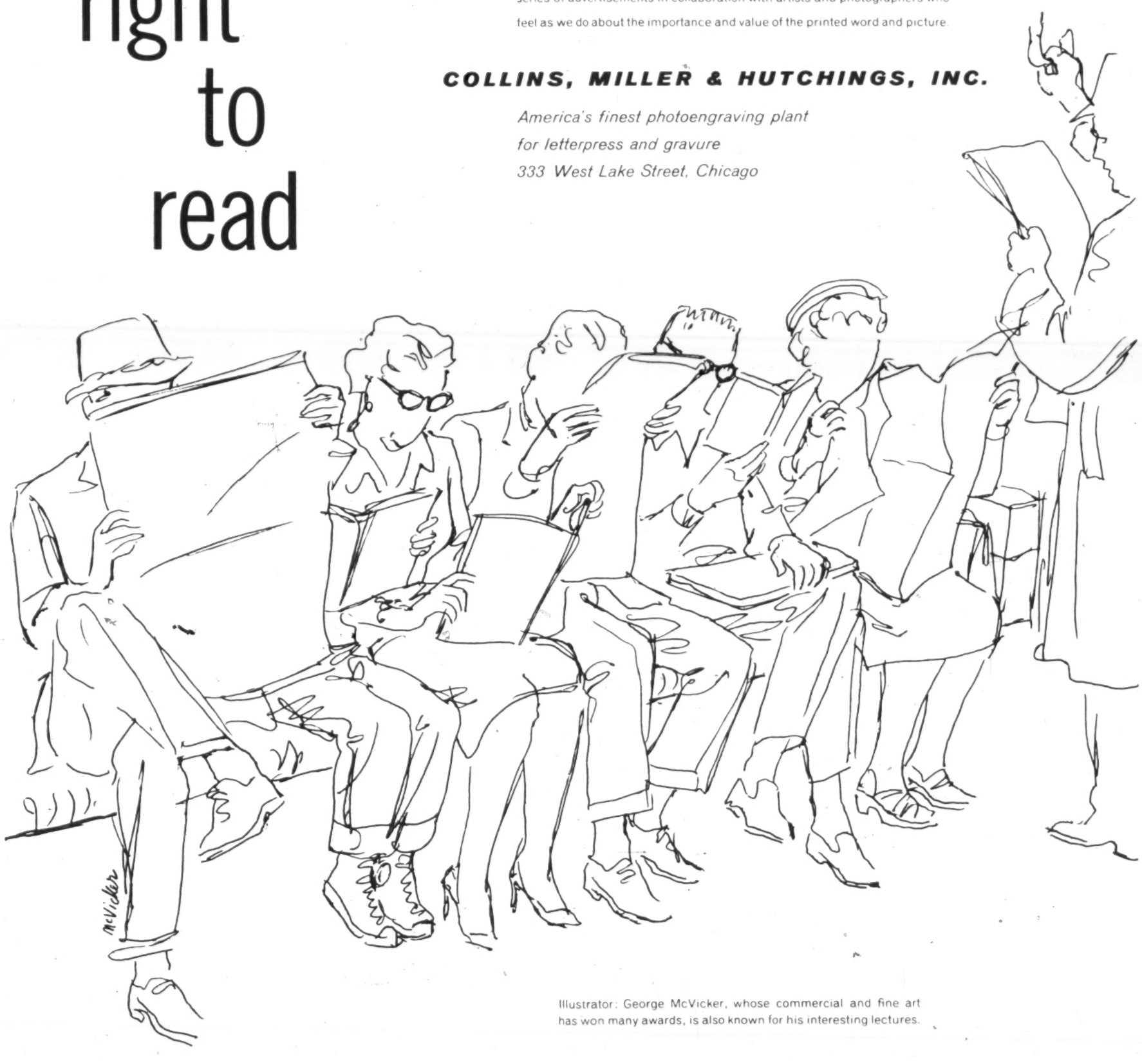
the right to read

Printed advertising is based upon a right that many people in the world do not yet enjoy: *the right to read*. Literacy is a measure of civilization. Underprivileged nations are poor in print as well as in the necessities of life. In America we are so used to being literate that we take the right to read for granted. We tend to forget that printed communication built our civilization, educated our children, shaped our laws, created our national markets for branded merchandise. By serving our national right to read, national magazines and newspapers have developed communities of readers bound together by the printed word. No other method or structure of communication is so deeply rooted in American life. This is being recognized by more and more advertisers when making a choice between print and other media.

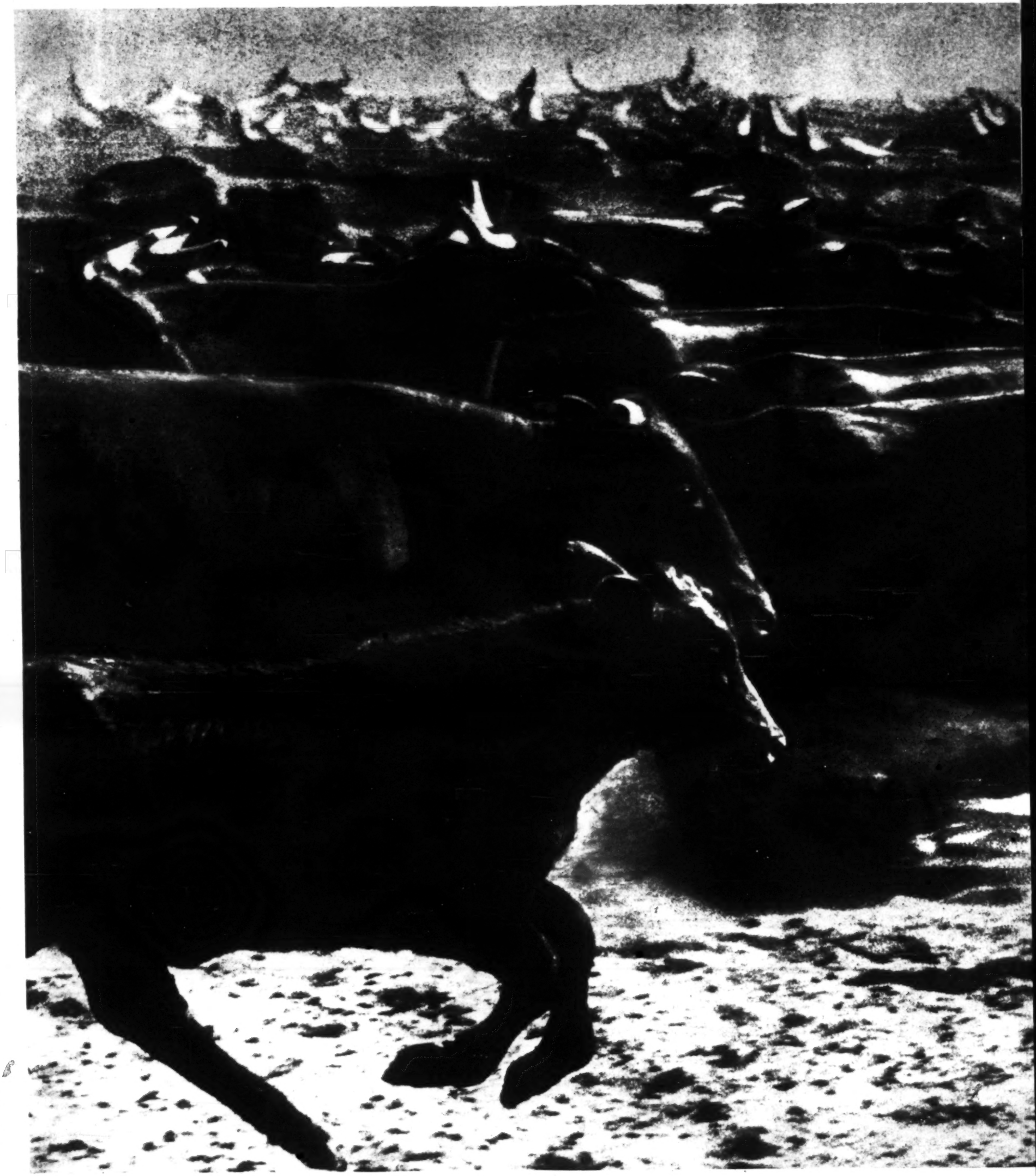
Our contribution to printed communication and advertising is relatively small and technical: the making of fine photoengravings for letterpress and gravure for advertisers and agencies from coast to coast. But our respect and appreciation for printed media . . . magazines and newspapers . . . and for printed advertising is very large. For this reason we are publishing this series of advertisements in collaboration with artists and photographers who feel as we do about the importance and value of the printed word and picture.

COLLINS, MILLER & HUTCHINGS, INC.

America's finest photoengraving plant
for letterpress and gravure
333 West Lake Street, Chicago



Illustrator: George McVicker, whose commercial and fine art has won many awards, is also known for his interesting lectures.



There is nothing harder to stop than a trend.

In the competitive markets this season ABC-TV has delivered the largest audience* *most of the time.* (ABC-TV's rates have been lowest *all the time.*)**

*Source: 24 Market TV Report program-appraisal supplement to National NTI reports for ten weeks ending December 18, 1960, Sunday 6:30-11 pm, Monday through Saturday, 7:30-11 pm NYT. **Published rate cards of the three networks.

Now one of the west's major International Airports

Tucson

AMERICAN AIRLINES - 14 FLIGHTS DAILY
INCLUDING DAILY JET SERVICE TO NEW YORK AND CHICAGO

TRANS WORLD AIRLINES - 4 FLIGHTS DAILY • FRONTIER - 6 FLIGHTS DAILY

AERONAVES de MEXICO - 1 FLIGHT DAILY providing Direct Daily Service to Guadalajara and Mexico City

The Arizona Daily Star Morning and Sunday
Tucson Daily Citizen Evening

IF YOU WANT TO COVER ARIZONA THE STAR and CITIZEN ARE A MUST!

2 Independent Newspapers Produced in the Same Plant • Represented Nationally by Cresmer & Woodward, Inc.

Coming Conventions

•Indicates first listing in this column.

Jan. 15-18. Newspaper Advertising Executives Assn., Edgewater Beach Hotel, Chicago.

Jan. 20-22. Advertising Assn. of the West, midwinter conference, Pioneer Hotel, Tucson, Ariz.

Jan. 20-22. Retail Advertising Conference, 9th annual meeting, Palmer House, Chicago.

Jan. 26. Assn. of National Advertisers, Workshop on Advertising Evaluation, Plaza Hotel, New York.

Jan. 27-29. Eastern Inter-City Conference of Women's Advertising Clubs, Warwick Hotel, Philadelphia.

Jan. 27-29. National Advertising Agency Network, eastern regional conference, Penn-Sheraton Hotel, Pittsburgh.

Feb. 1. Advertising Federation of America, midwinter conference, Statler Hilton Hotel, Washington, D. C.

Feb. 3-5. National Advertising Agency Network, midwestern regional conference, Sherman Hotel, Chicago.

Feb. 8. Michigan Council, Four A's, Rackham Memorial Bldg., Detroit.

Feb. 8. Magazine Publishers Assn., regional meeting, Drake Hotel, Chicago.

Feb. 9-11. Mutual Advertising Agency Network, Canterbury Hotel, San Francisco.

Feb. 14-15. Assn. of National Advertisers, cooperative advertising workshop, Hotels Ambassador, Chicago.

Feb. 16. Business Publications Audit, annual meeting, Hotel Biltmore, N. Y.

Feb. 24-25. Newspaper Advertising Executives Assn. of the Carolinas, winter meeting, Hotel Francis Marion, Charleston, S. C.

Feb. 26-28. Inland Daily Press Assn., winter meeting, Drake Hotel, Chicago.

Feb. 27-28. New England Newspaper Advertising Executives Assn., winter meeting, Parker House, Boston.

March 2. Associated Business Publications, winter conference, Hotel Roosevelt, New York.

March 12-17. Associated Business Publications, management seminar, Arden House, Harriman, N. Y.

March 16-21. National Federation of Advertising Agencies, annual management conference, Sahara Hotel, Las Vegas, Nev.

March 26-30. National Business Publications, annual spring meeting, El Mirador, Palm Springs, Cal.

April 6-7. Advertising Federation of America, 1st District Convention, Providence, R. I.

April 7-8. Southwest Assn. of Advertising Agencies, annual convention, Marriott Motor Hotel, Dallas.

April 11. Premium Advertising Assn. of America conference, in conjunction with the National Premium Buyers Exposition, Navy Pier, Chicago.

April 13-15. Advertising Federation of America, 4th District convention, Dupont Plaza Hotel, Miami, Fla.

April 16-19. Association of National Advertisers, spring meeting, Hotel Sheraton Park, Washington, D. C.

April 17-20. International Advertising Assn., Waldorf-Astoria Hotel, New York.

April 20-22. American Assn. of Advertising Agencies, annual meeting, The Greenbrier, White Sulphur Springs, W. Va.

April 21-22. Advertising Federation of America, 9th District convention, Savery Hotel, Des Moines, Ia.

April 24-27. American Newspaper Publishers Assn., Waldorf-Astoria Hotel, New York.

April 25-27. Sales Promotion Executives Assn., fourth annual conference, Benjamin Franklin Hotel, Philadelphia.

•May 1-3. Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 4-6. Western States Advertising Agencies Assn., 11th annual conference, Shelter Inn, San Diego, Cal.

May 4-6. Associated Business Publications, spring meeting, The Homestead, Hot Springs, Va.

May 14-17. National Sales Executives, annual convention, San Francisco.

May 21-24. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

May 25-28. Federation of Canadian Advertising and Sales Clubs, 14th annual conference, Ottawa, Ont.

•May 27-31. Advertising Federation of America, annual convention, Washington, D. C.

May 28-30. Alpha Delta Sigma, professional advertising fraternity, national convention, University of Minnesota, Minneapolis-St. Paul.

May 28-31. Advertising Federation of America, 57th annual convention, Park Sheraton Hotel, Washington, D. C.

June 11-14. Assn. of Industrial Advertisers, annual conference and exposition, Statler Hilton, Boston.

June 19-21. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

June 25-29. Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.

July 9-12. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

Oct. 6-9. Mail Advertising Service Assn., annual convention, Hotel Statler, New York.

•Oct. 16-17. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

TAKE SALT LAKE GET A MILLION MORE

FILL IN THE 1½ MILLION BETWEEN DENVER AND THE PACIFIC COAST

Look beyond the half-million in the Salt Lake metropolitan area — get the *million more* in the four-state area reached and sold by Salt Lake's two metropolitan dailies. This is a growing market of industrious people who spend $2 billion a year in retail stores.

If 1½ million is a "must" market . . . SALT LAKE IS A MUST!

NEWSPAPER AGENCY CORPORATION NAC

The Salt Lake Tribune (MORNING & SUNDAY)

DESERET NEWS AND Salt Lake Telegram (EVENING)

Represented Nationally by MOLONEY, REGAN & SCHMITT, Metro Comics Network

Spring Air, Sleeprite Sign 10-Year Sales Pact

Spring Air Co. and Superior Sleeprite Corp., both of Chicago, have signed a 10-year contract agreement, under which Spring Air will add complete lines of hospital and institutional furniture manufactured by Sleeprite to its quality bedding line.

Spring Air, through a time sales financing plan, will offer one and two-year financing to enable institutions to buy furnishings without excessive financial drain.

Burge Joins Anchor Brush

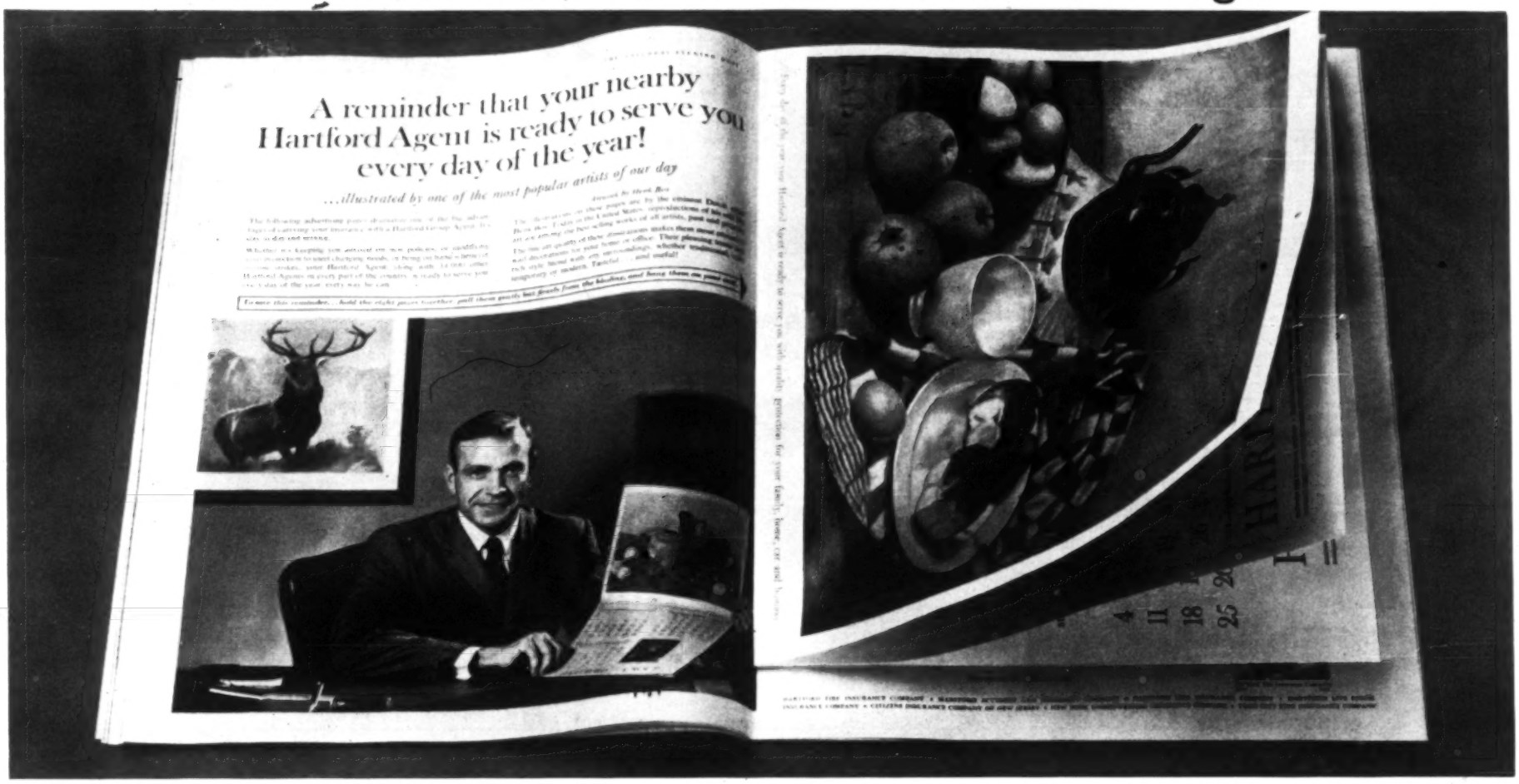
David E. Burge, formerly product manager for the Pepsodent division of Lever Bros. Co., has joined Anchor Brush Co., Aurora, Ill., as vp in charge of marketing.

Ritchie Acquires PR Arm

Ritchie Advertising Agency, Houston, has absorbed A. Pat Daniels Co., public relations company. Mr. Daniels will direct the agency's new pr department.

BIGGEST INSURANCE AD EVER RUN!

Hartford Fire Insurance Company Group ad in the Post features dramatic, detachable 1961 "Calendar Pages"


A reminder that your nearby Hartford Agent is ready to serve you every day of the year!
...illustrated by one of the most popular artists of our day

Hartford's 10-page Spectacular in the December 24th Post is the biggest insurance ad ever run in a national magazine. A dramatic new idea! The special detachable "Calendar Pages" in the Hartford Spectacular ad will reach millions of Post readers.

This unique ad will open doors for Hartford agents all year long. Day after day in 1961, Hartford's "Calendar Pages" will remind Post readers to see their local Hartford agent for insurance to protect their homes, cars, families and businesses.

And it will help Hartford agents meet more new, top prospects. Post readers have the highest median income in the general weekly field. Three out of four live in owned homes.

Like Hartford, advertisers in every field turn to the Post because of its demonstrated selectivity . . . its ability to reach and influence the prospects most important to them. Here are just a few of the many advertisers who have proved that Post reader loyalty generates immense advertising impact.

1.

2.

3.

4.

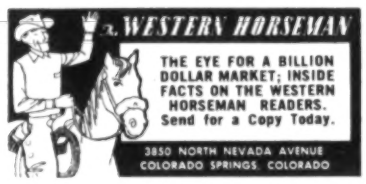
SEE FOR YOURSELF HOW
JUST A FEW LIGHT STROKES OF A DAMP, SOAPY CLOTH REMOVE SMUDGES, EVEN LIPSTICK FROM THE OPPOSITE PAGE COATED WITH SPRED SATIN!
SPRED SATIN
$6.49
Glidden

1. **Aluminium Limited offers a free, 36-page booklet** to Post readers. Special post-card insert pulls requests for over a quarter-million booklets.
2. **Scott's 5-page Spectacular is illustrated with** an actual detachable piece of new Scott toweling, spearheads the "biggest sales drive in ScotTowel history."
3. **Four swatches of new Arrow shirting are attached** to Cluett, Peabody ad. Revolutionary idea results in "sellout" for Air Male shirts all over the nation.
4. **Glidden, in its Spectacular unit, covers a Post page** with real Glidden paint, demonstrates to millions of Post readers how Spred Satin wipes clean with just a damp cloth.

Ask your Post salesman for a free copy of the idea-packed 44-page booklet, "Spectacular Space Units in The Saturday Evening Post."

A CURTIS MAGAZINE

The Saturday Evening
POST
THE INFLUENTIALS' MAGAZINE

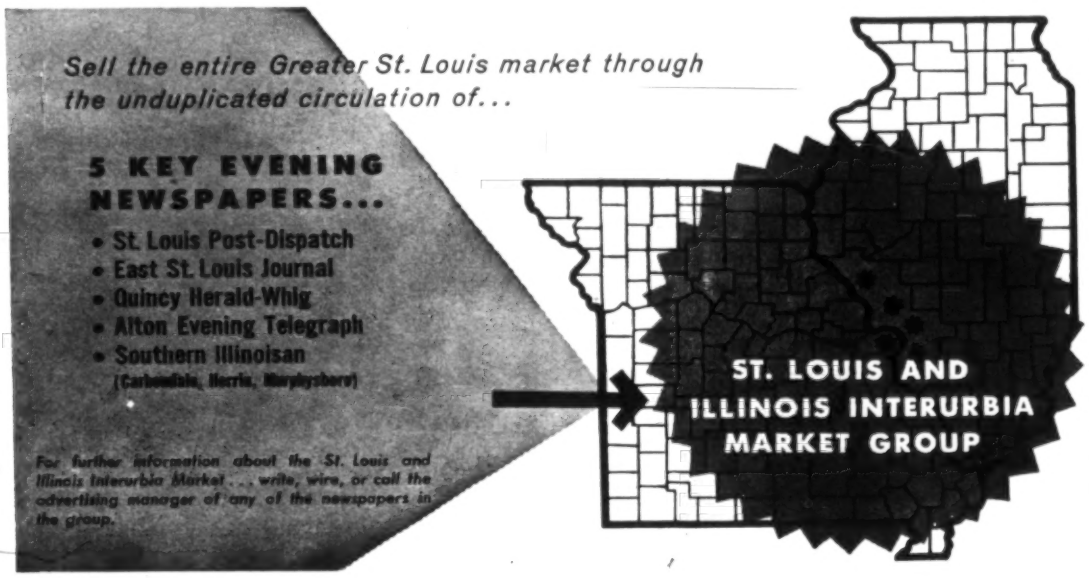

WESTERN HORSEMAN
THE EYE FOR A BILLION DOLLAR MARKET; INSIDE FACTS ON THE WESTERN HORSEMAN READERS. Send for a Copy Today.
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

Pacific Gamble Consents

Pacific Gamble Robinson Co., Seattle, the country's largest wholesaler of fresh fruits and vegetables, has consented to a Federal Trade Commission order forbidding it to grant discriminatory prices to favored customers.

Imperial Oil to Winters

Imperial Oil & Grease Co., Los Angeles, has named Curtis Winters Co., Westwood Village, Los Angeles, to handle its advertising. The company makes Molub-Alloy, a metallic base lubricant for autos and industrial use.


Sell the entire Greater St. Louis market through the unduplicated circulation of...
5 KEY EVENING NEWSPAPERS...
• St. Louis Post-Dispatch
• East St. Louis Journal
• Quincy Herald-Whig
• Alton Evening Telegraph
• Southern Illinoisan
(Carbondale, Herrin, Murphysboro)
For further information about the St. Louis and Illinois Interurbia Market . . . write, wire, or call the advertising manager of any of the newspapers in the group.
ST. LOUIS AND ILLINOIS INTERURBIA MARKET GROUP

"Those who can't reconcile low cost with quality are blind to man's ingenuity."
EDWIN THORPE

For both the economy and quality so important to fine printing, look to Superior for excellence in photoengraving and offset platemaking.

SUPERIOR ENGRAVING CO.
215 West Superior Street
Chicago 10, Illinois
SUperior 7-7070

Chicago's Foremost Photoengraving and Offset Platemaking Plant.

PRODUCT DEBUT—*Noxzema is using this permanent counter display to introduce its Cover Girl "medicated and antiseptic" makeup in January.*

Noxzema Uses TV in Debut of 1st Makeup Product

NEW YORK, Jan. 3—Noxzema Chemical Co. will enter the makeup field this month with the introduction of Cover Girl pressed powder and liquid makeup, "the medicated glamour makeup by Noxzema."

The new products will be promoted as "beautiful for your skin . . . wonderful for your skin" because they have "famous Noxzema medication built in." Network tv, spot radio, magazines and newspaper supplements will be used.

The company is not talking about its advertising plans, other than to say that it will participate in three network shows: "Adventures in Paradise," "American Bandstand," and "Maverick" (all ABC-TV).

The campaign concept is said to "dramatically emphasize the Cover Girl brand name," but the company has declined to elaborate. A clue to the campaign content may be found, however, in one of the new Cover Girl counter displays being shipped this month.

■ The display features a *Mademoiselle* magazine cover picturing Jan Rylander. A large photograph of Miss Rylander is also shown, and the copy reads: "Famous Cover Girl Jan Rylander says: 'It's the makeup of the Cover Girls'."

Three and one-half years of consumer research and market testing have gone into the new products, according to Noxzema. Both the liquid makeup and the pressed powder come in three shades and retail for $1.50 each.

Sullivan, Stauffer, Colwell & Bayles is the agency. #

Parsons Elected Chairman, Friedmann Agency President

Raymond E. Parsons, president of Parsons, Friedmann & Central, Boston, has been elected board chairman of the agency, and Robert F. Friedmann, exec vp, has been elected president. Mrs. Lyla Wiedeman, production manager, has been elected vp in charge of production.

Lorillard Buys Spot TV

P. Lorillard & Co., New York, through Lennen & Newell, has placed 52-week spot tv orders for Kent in 50 markets and for Newport in 30 markets, starting the first of this year. About five spots per week, made up of one-minute and 20-second announcements, will run for each brand.

EVER SEE THIS AD BEFORE?

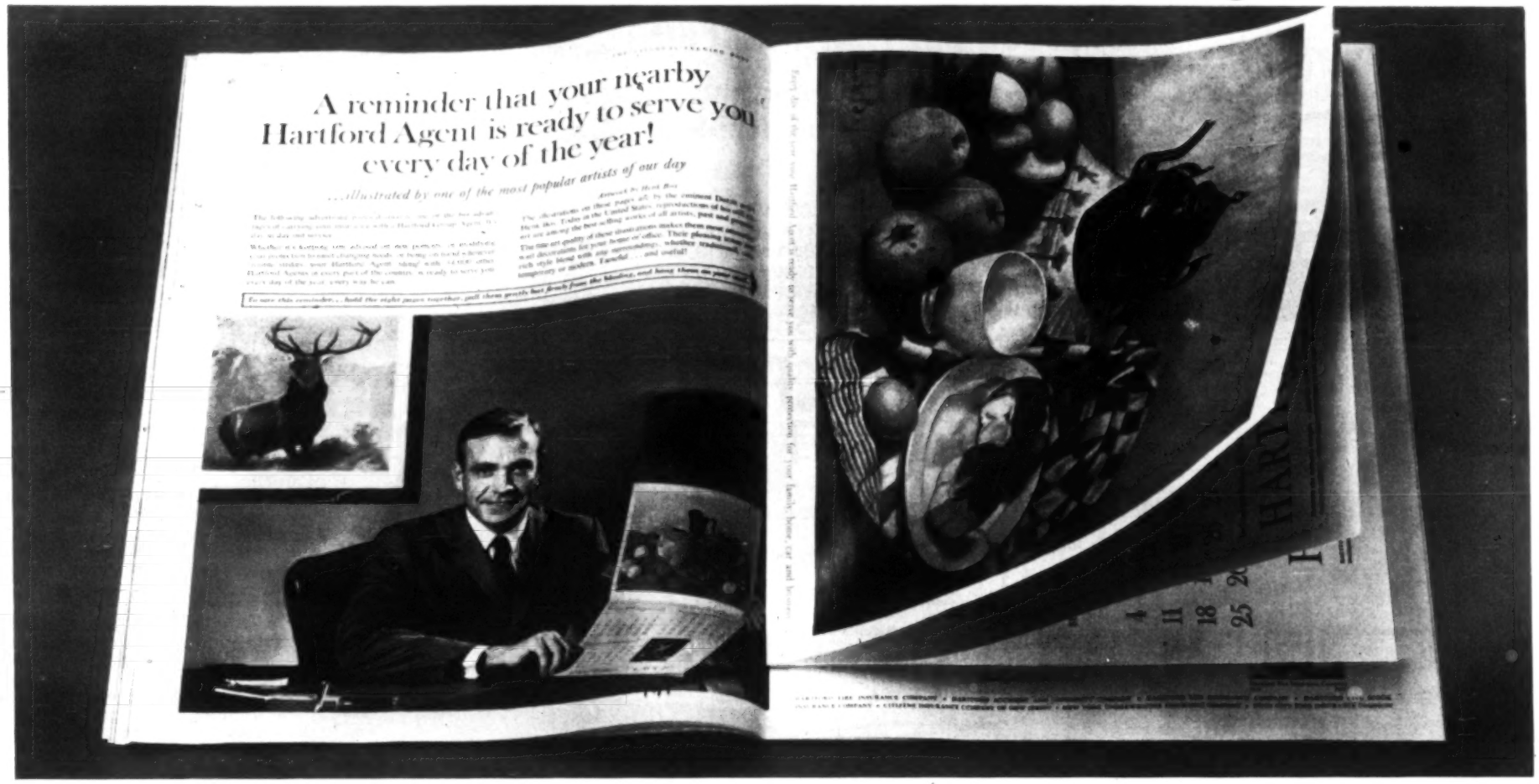
Of course you have! You just saw our "Hartford" ad on the preceding page. We ran this ad twice to get one point across: millions of readers see your ad page twice in a single issue of The Saturday Evening Post. And you never pay a premium for the extra chance to sell.

Actually, your ad page in the Post is seen 37% more times by the average reader than the same ad in the other big weekly. And the new Rochester Study indicates that two exposures of an ad page in an issue of the Post have twice the effect of one on the reader's willingness to buy your brand.

That's why your best policy for boosting sales is to advertise in the Post—where your ad sells more because it's seen more.

BIGGEST INSURANCE AD EVER RUN!

Hartford Fire Insurance Company Group ad in the Post features dramatic, detachable 1961 "Calendar Pages"


A reminder that your nearby Hartford Agent is ready to serve you every day of the year!
...illustrated by one of the most popular artists of our day

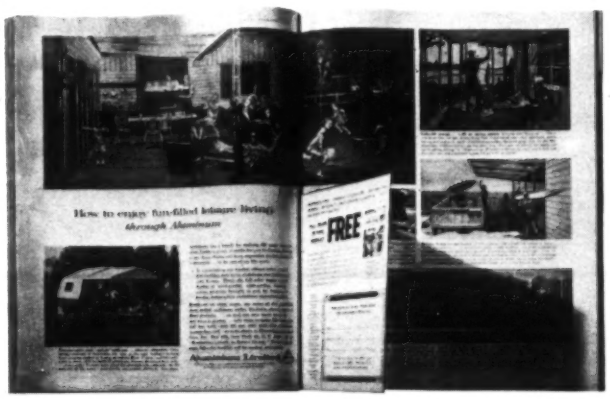
Hartford's 10-page Spectacular in the December 24th Post is the biggest insurance ad ever run in a national magazine. A dramatic new idea! The special detachable "Calendar Pages" in the Hartford Spectacular ad will reach millions of Post readers.

This unique ad will open doors for Hartford agents all year long. Day after day in 1961, Hartford's "Calendar Pages" will remind Post readers to see their local Hartford agent for insurance to protect their homes, cars, families and businesses.

And it will help Hartford agents meet more new, top prospects. Post readers have the highest median income in the general weekly field. Three out of four live in owned homes.

Like Hartford, advertisers in every field turn to the Post because of its demonstrated selectivity . . . its ability to reach and influence the prospects most important to them. Here are just a few of the many advertisers who have proved that Post reader loyalty generates immense advertising impact.

1.



2.

3.

4.

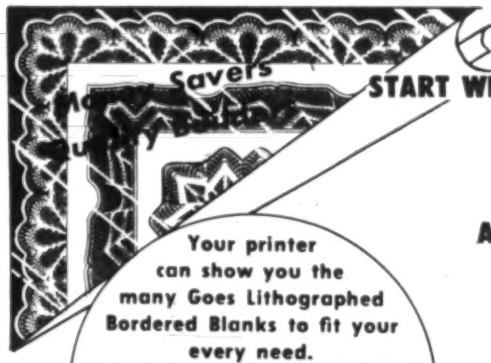
SEE FOR YOURSELF HOW JUST A FEW LIGHT STROKES OF A DAMP, SOAPY CLOTH REMOVE SMUDGES, EVEN LIPSTICK FROM THE OPPOSITE PAGE COATED WITH SPRED SATIN!
SPRED SATIN
$6.49

1. **Aluminium Limited offers a free, 36-page booklet** to Post readers. Special post-card insert pulls requests for over a quarter-million booklets.
2. **Scott's 5-page Spectacular is illustrated with** an actual detachable piece of new Scott toweling, spearheads the "biggest sales drive in ScotTowel history."
3. **Four swatches of new Arrow shirting are attached** to Cluett, Peabody ad. Revolutionary idea results in "sellout" for Air Male shirts all over the nation.
4. **Glidden, in its Spectacular unit, covers a Post page** with real Glidden paint, demonstrates to millions of Post readers how Spred Satin wipes clean with just a damp cloth.

Ask your Post salesman for a free copy of the idea-packed 44-page booklet, "Spectacular Space Units in The Saturday Evening Post."

A CURTIS MAGAZINE

The Saturday Evening
POST
THE INFLUENTIALS' MAGAZINE


Savers
Your printer can show you the many Goes Lithographed Bordered Blanks to fit your every need.
Goes
LITHOGRAPHING COMPANY
42 WEST 61st ST.
CHICAGO 21

START WITH GOES LITHOGRAPHED BORDERED BLANKS
PRODUCED IN 2 OR 3 COLORS . . . COPYRIGHTED DESIGNS . . . OVER 1683 DESIGNS TO CHOOSE FROM

ADD YOUR COPY for OVERPRINT
IN ONE COLOR

RESULT HIGH QUALITY, LOW COST COLORFUL

COUPONS
GUARANTEES
WARRANTIES
AWARDS
CERTIFICATES
FUND VOUCHERS
ENCLOSURES
DIRECT MAIL RESULT PULLERS
INSTRUCTION CERTIFICATES
INSPECTION CERTIFICATES
MEMBERSHIP CERTIFICATES
ORDER FORMS

Elliott Joins Hitchcock

Richard A. Elliott, formerly manager of consumer merchandising of Pure Oil Co., Chicago, has been named promotion manager of Hitchcock Publishing Co., Wheaton, Ill. He succeeds Ray H. Smith, who was named editor of Hitchcock's four industrial directories.

O'Hagan to Pearson Staff

Richard O'Hagan, pr manager of MacLaren Advertising Co., Toronto, has been named special assistant to Lester B. Pearson, leader of the opposition Liberal party. Mr. O'Hagan reportedly has been granted a leave of absence by the agency.

Aubrey, Finlay Boosts Five

Aubrey, Finlay, Marley & Hodgson, Chicago, has promoted five account executives to account supervisors. They are Philip R. Emmons, Bruce A. Foster, Francis I. King, Frederic A. Lyman and Kenneth W. Snyder.

Petry Study of AA Profiles Finds Spot TV Gaining

NEW YORK, Jan. 4—Edward Petry & Co., analyzing ADVERTISING AGE's Top 100 advertiser expenditure studies for the past four years, has come up with some very bullish findings for spot television.

Among the points emphasized by the station representative in a brochure released this week:

- "Spot tv is growing twice as fast as any other leading medium (network tv, newspapers and magazines) among the Top 100."
- "This swing to spot tv is still gaining momentum."
- "This greatly enlarged spot tv emphasis extends over a wide range of important product groups."

■ Comparing what it called the Big Four media as used by the largest advertisers—network tv, spot tv, newspapers and magazines—Petry pointed out that spot "climbed from a distant fourth in 1956 into a close race for second in 1959." During this period spot tv gained twice as much ground with these big spenders as the other media. Spot tv spending by the Top 100 rose 71%, compared with 36% for network tv, 17% for magazines and 3% for newspapers.

To show how spot tv is continuing to widen its base, the company reviewed the media selections of these largest advertisers, taking 10% of the measured media budget as a use standard. On this basis, only spot had gained adherents since 1956. Spot had 13 more 10%-or-better advertisers in 1959 than in 1956, while network tv showed a loss of 11, newspapers 21 and magazines 6 in the 10%-or-better ranking. Spot also scored the most notable gains among heavy users—that is advertisers which put at least 25% of their budgets into the medium. Here spot added nine names, against three for magazines, a standstill for network tv, and a loss of eight for newspapers.

■ The brochure also included several product category comparisons. In soaps and detergents, spot's share of the over-all measured budget rose from 21% to 39%, while the other three "big media" lost out in the share competition. Spot increased its slice of the total budget for drugs-toiletries, food, beer and oil companies in the Top 100.

An exception to the trend was the tobacco category, where the medium lost ground; Petry said this trend was reversed in 1960. #

Office Appliance Co. Buys Automation Publishers

Office Appliance Co., Chicago, publisher of *Management & Business Automation* and *Office Appliances*, has bought Automation Consultants Inc. and Automation Publishers Inc., from R. Hunt Brown, New York.

The publications acquired in the buy include *Office Automation*, *Office Automation Applications*, and seven other loose leaf handbooks with monthly updating services, combining the hardware descriptions and applications in specific fields of banking, distribution, government, insurance, manufacturing, operations research and utilities.

'Sun' Names Mulligan

Ralph R. Mulligan Co., New York, has been appointed national advertising representative for the *Sun*, Jamestown, N. Y. The daily was bought Jan. 1, 1960, by Mr. and Mrs. Constantine Poulos, who assumed active management in May.

FILMS...RECORDS...PLATES...

GET 'EM THERE FASTER

Don't miss deadlines! Remember: it's there in hours ...and costs you less...when you ship by Greyhound Package Express! Even packages going hundreds of miles can arrive *the same day they're sent.*

Whatever the destination of your shipment, chances are, a Greyhound is going there anyway...*right to the center of town.* Greyhound travels *over a million miles a day!* No other public transportation goes to so many places—so often.

You can ship anytime. Your packages go on regular Greyhound passenger buses. Greyhound Package Express operates twenty-four hours a day...seven days a week...*including weekends and holidays.* What's more, you can send C.O.D., Collect, Prepaid ...or open a charge account.

CALL YOUR LOCAL GREYHOUND BUS TERMINAL TODAY...OR MAIL THIS CONVENIENT COUPON TO:

GREYHOUND PACKAGE EXPRESS
Dept. A-9 140 S. Dearborn St., Chicago 3, Illinois

Gentlemen: Please send us complete information on Greyhound Package Express service...including rates and routes. We understand that our company assumes no cost or obligation.

NAME_____ TITLE_____
COMPANY_____
ADDRESS_____
CITY_____ ZONE___ STATE_____

IT'S THERE IN HOURS...AND COSTS YOU LESS!

PROFIT SQUEEZE

Ouch! Industry is feeling the pinch of shrinking net profits. What's the answer? Sell more . . . or save more? Consider this: A 1% saving by the Purchasing Department can often add as much profit as a 20% increase in sales. Every dollar the PA saves is a dollar more profit (less taxes). No wonder the purchasing function is growing in importance. Today's PA has more say than ever on what and how much gets bought from whom. He leans more heavily than ever on the one magazine that helps him do his job better. Advertise in PURCHASING Magazine to squeeze more results from your advertising dollars.

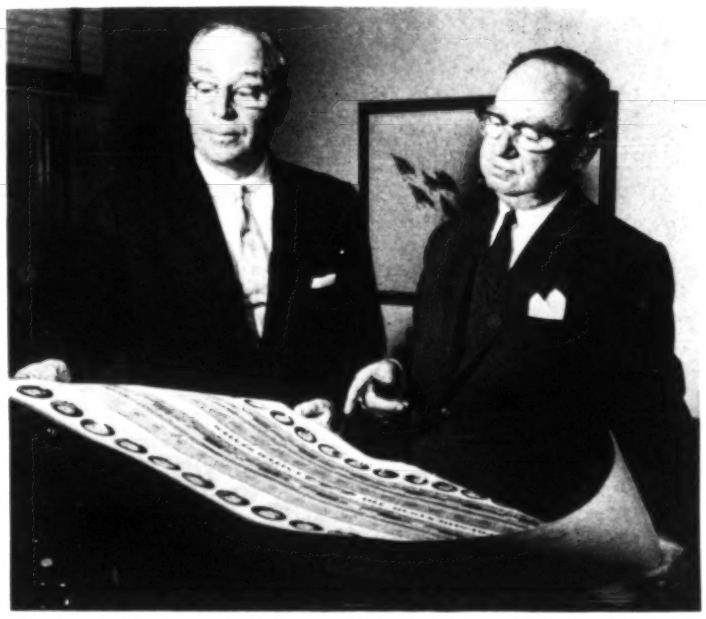
PURCHASING
MAGAZINE

Sells the man who buys

A Conover-Mast publication • 205 E. 42nd St., New York 17, N.Y.

NCP BPA

PHOTOGRAPHIC REVIEW OF THE WEEK



BIG ORDER—*During the 1960 get-out-and-vote campaign a Leo Burnett Co. employe committee offered to provide Burnett employes with copies of the Woman's Day "Chart of the Presidents of the U.S." which appeared in the October issue. The order was so large that James Boynton (left), vp and advertising director of Woman's Day, came from New York to deliver the order to Leo Burnett, board chairman, in person. The magazine distributed 185,000 charts at 35¢ plus postage through election day and has ordered a second printing (with John Kennedy added) totaling 350,000.*

King Hadden Taeger Sterling Cloutier

FAREWELL—*Kelso M. Taeger, moving from the job of media director of McCann-Erickson in Detroit to a like position in New York, received a mock front page headlined: "Taeger Leaves Detroit—Blows 4th Job in 12 years" at a farewell party given by newspapers representatives. Helping at the presentation were Tim King, vp in charge of McCann in Detroit; Thad Hadden, Sawyer-Ferguson-Walker Co.; Jack Sterling, Cresmer & Woodward, and president of the Detroit chapter, American Assn. of Newspaper Representatives; and Stanley Cloutier, Story, Brooks & Finley.*

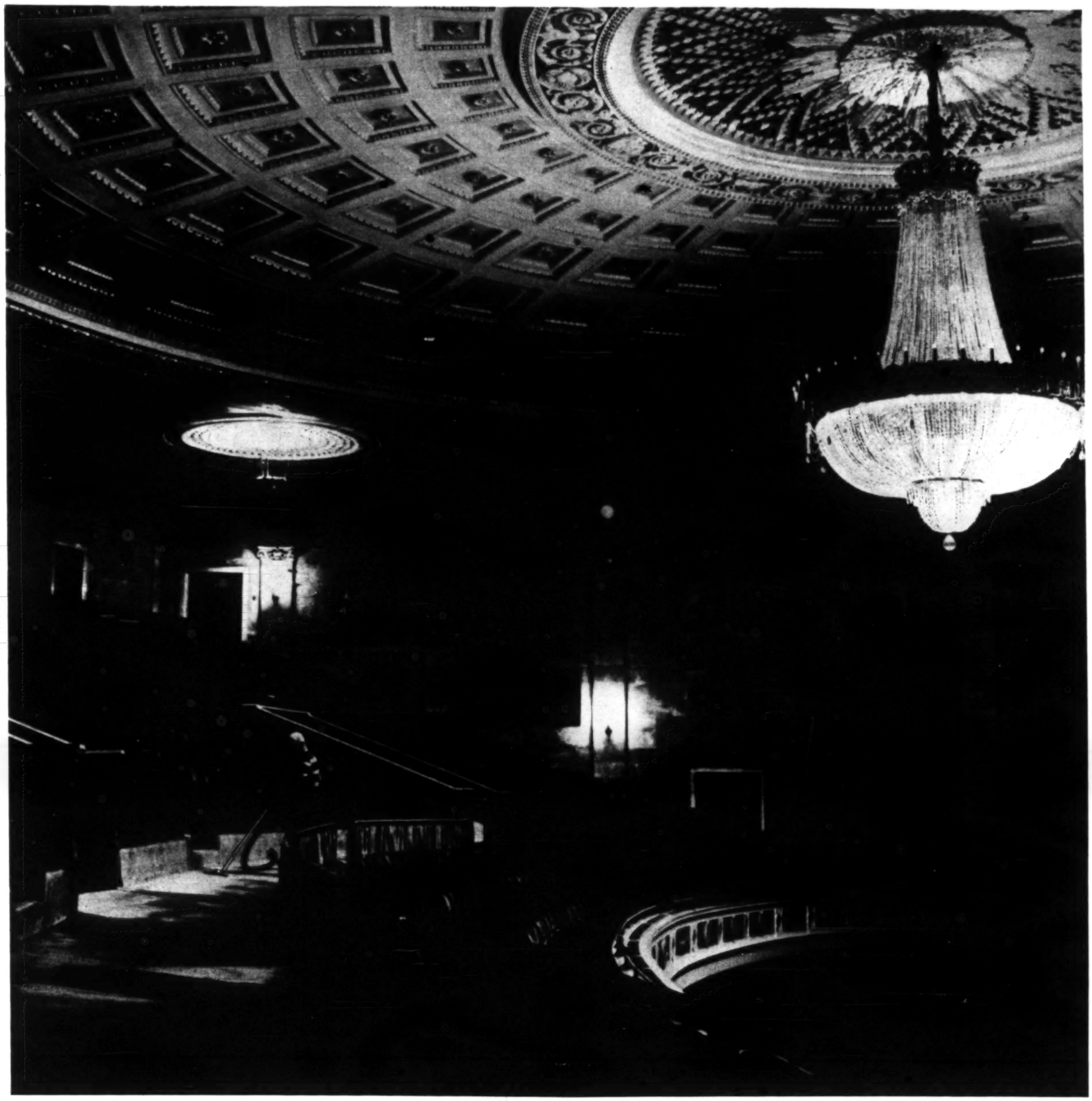
TWO-IN-ONE—*A Jeep Universal and a Jeep pick-up truck are parked to blend into painted oil drilling and farm backgrounds on an outdoor sign identifying the N. Cove Blvd. approach to the Willys plant in Toledo. An adjoining board features the tv shows sponsored by Willys with other Kaiser industries.*

Conville Grossman Lorenz Kiechler Collins Momsen

AGENCY REUNION—*Possibly a first is the "class reunion" of former employes of a now non-existent agency, Arthur Grossman Advertising of Chicago. Here some of the former employes present former employer Arthur Grossman with a framed caricature. The employes, and Grossman titles, are Mary Momsen, comptroller; Ruth Kiechler, accounting; Carla Lorenz, secretary; Ed Collins, vp and account supervisor; and Diane Conville, secretary. All are now at work in other agencies. The agency was formed in July, 1955, built its billings to $5,000,000 and merged with Donahue & Coe in December, 1956. There was a later consolidation with Keyes, Madden & Jones.*

CHIP GRIP—*Lawson Milk Co., Cuyahoga Falls, O., designed this grip-shaped carton to hold two bags of potato chips. The company has introduced the new package through its own Lawson stores.*

GAY DECEIVER—*Squibb is using this colorful approach in a new package for its Vigran vitamins. Lord Baltimore Press designed and produced the package, printed in five colors.*



Which seat did the SKILLionaire sit in?

On concert night in Rochester, N.Y., it's almost impossible to spot a vacant seat among the 3,352 in the city's famed Eastman Theatre. You'll find a SKILLionaire in almost every chair.

The SKILLionaire is a modern, enlightened patron of the arts.

Talk with him sometime. He discusses atonality, and Schoenberg, and Berg, and Stravinsky, with the same familiarity that he discusses automobiles and fashions.

Music is part of his Good Life. Through his Civic Music Association, he *sponsors* dozens of excellent concerts every year, just to be sure good music is available.

Uncommon person, this SKILLionaire. He makes this an uncommon market.

During his working hours, the SKILLionaire is the expert worker in Rochester's precision industries. He carries home a pay check considerably larger than the national average. His household has an average annual spendable income of $7,172.

During his increasing leisure hours, he constantly searches for new ways to enjoy the Good Life. He has the money to spend, and he likes to spend it.

For guidance in his search, he turns to his newspapers. Nearly every family in metropolitan Rochester reads one or both of our newspapers every day. We're on pretty close terms with these big spenders. For market details, write our National Advertising Manager at Rochester, N.Y.

ROCHESTER TIMES-UNION and DEMOCRAT AND CHRONICLE . . . Members: Gannett Group of Newspapers. Represented by Gannett Advertising Sales, Inc., New York, Philadelphia, Hartford, Syracuse, Chicago, Detroit, San Francisco.

Klemtner Adds Five

Don Davies, formerly with L. W. Frohlich & Co., New York, and Max Ferm, formerly sales promotion manager of Irwin, Neisler & Co., Decatur, Ill., have joined Paul Klemtner & Co., Newark, as account executives. Klemtner also has named three copywriters: Ben Rubin, formerly with Sudler & Hennessey; Dr. John A. Mulligan, formerly in private practice; and John Wykert, previously with Burdick & Becker.

Scott Paper Names VPs

Thomas B. McCabe, director of marketing services of Scott Paper Co., Chester, Pa., has been named vp for all internal phases of marketing. Paul Brown, director of retail sales, has been named vp for retail sales.

'Building Trends' Suspends

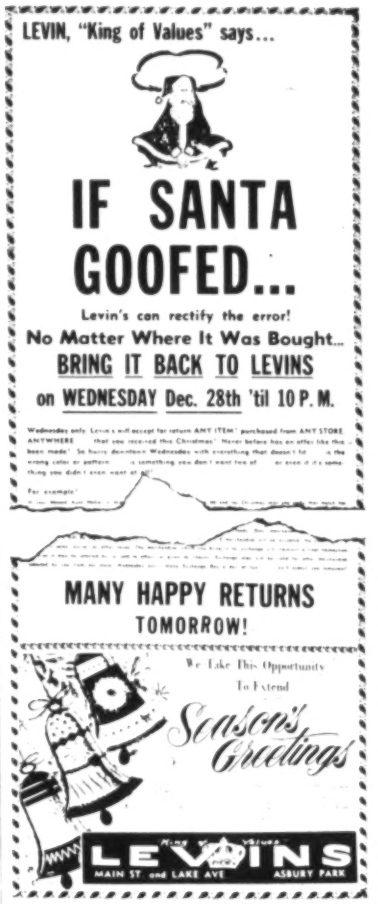
Building Trends, Kansas City, has suspended publication. The publication was launched three and one-half years ago.

Customers Grab Asbury Park Store's Offer to Swap (Almost) All Unwanted Yule Goods

ASBURY PARK, N. J., Jan. 3—"If Santa goofed . . . Levin's can rectify the error," Levin's department store advertised Dec. 27 in the *Asbury Park Evening Press*. The store invited unhappy recipients of Christmas gifts to return them to Levin's for exchange, no matter where the gifts had been bought.

The next day, more than 1,600 of them did, turning the store into a swap emporium on the grandest scale.

The unprecedented offer, which was limited to one day, made it clear that the verdict of Levin's appraisers would be final in the case of merchandise bought elsewhere. The ad also specified that Levin's would accept only items that were not substandard in quality to merchandise usually stocked by the store. Excepted entirely were furs, real jewelry, fruits, furniture and foods.


LEVIN, "King of Values" says...
IF SANTA GOOFED...
Levin's can rectify the error!
No Matter Where It Was Bought...
BRING IT BACK TO LEVINS
on WEDNESDAY Dec. 28th 'til 10 P.M.
MANY HAPPY RETURNS
TOMORROW!
We Like This Opportunity To Extend
Season's Greetings
LEVINS
MAIN ST. and LAKE AVE. ASBURY PARK

HAPPY RETURNS—*This ad for Levin's crowded the Asbury Park, N.J., store in its unusual exchange promotion.*

■ In many cases, the store did not have to worry about what to do with the returned items. In one incident, a customer who had brought in a lazy susan she did not like had it grabbed from her hands by another who declared it was just the thing she wanted, according to Jack Levin, store president.

The swap day was so successful that it will probably be made an annual affair, he said. #

'NYT' Sends Sanger and Wendt to Paris; Taubkin Coming Home

Elliott M. Sanger, exec vp and general manager of WQXR, radio station of the *New York Times*, will move to Paris early this month on a short-term assignment as general manager of the international edition of the *Times*. Richard Wendt, who is in charge of rotogravure production for the *Times*, will go to Paris at the same time as assistant to Mr. Sanger and will take over as general manager when Mr. Sanger returns to New York—probably before June.

During Mr. Sanger's absence, Norman S. McGee, vp in charge of sales, will become acting head of WQXR. Irvin S. Taubkin, who has been in charge of the international edition since its launching in Paris last October, will return to New York shortly to resume his duties as promotion director.

Brumm Joins Brownberry

Thomas T. Brumm has been named advertising and sales promotion manager of Brownberry Ovens, Oconomowoc, Wis., a new position. He was ad manager of Coopers Inc., Kenosha, Wis., until last August, when his duties were taken over by William Voss, merchandising manager.

NAPMA Names LesStrang

National Appliance Parts Manufacturers Assn., Detroit, has appointed LesStrang Associates, Ann Arbor, Mich., as its agency.

✻Not many well-dressed businessmen would buy a suit unless it were tailored to a perfect fit. Yet some (but not our clients!) will dust off a ready-to-wear advertising campaign, have it taken in a little here and let out a little there, and then wonder why their product is not winning attention!

✻Every Dentsu campaign is tailored precisely to the tastes of the Japanese market, not merely to the more obvious specifications of the product. We employ 160 qualified research personnel who can call on the services of more than 10,000 (that's right) field workers in any one month, who know that their measurements are checked and double-checked. Step by step the assembled data on market and media is tacked into place until the complete fabric of the campaign has been built up as only the experts know how. For advertising that is fitting, check first with Dentsu.

• NEWSPAPER • MAGAZINE • RADIO • TV • PR • P-O-S
• DM • OUTDOOR • TRANSIT • MARKETING • RESEARCH

DENTSU ADVERTISING LTD.

Head office: Nishi-Ginza, Tokyo / Cable Address: "DENTSU TOKYO"
New York office: 342 Madison Ave., New York, 17, N. Y., U. S. A.

Something Missing

...like California
without the Billion Dollar Valley of the Bees

- Actually, total effective buying income of more than 3½ billion, greater than each of 24 states
- Twenty-seven prosperous counties which together form California's third great market

Don't miss California's booming inland Valley in your sales planning. Here is a separate and distinct market . . . ringed by mountains . . . apart from the Coast.

Nothing in print sells Valley families like their own local newspapers, The Fresno, Modesto and Sacramento Bees.

Data Source: Sales Management's 1960 Copyrighted Survey

- THE SACRAMENTO BEE
- THE MODESTO BEE
- THE FRESNO BEE

McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

Three types of discounts: McClatchy gives national advertisers discounts on bulk . . . frequency . . . or combined bulk-frequency. Check O'Mara & Ormsbee for details.

Along the Media Path

WTRF-TV, Wheeling, W. Va., sent pocket-size copies of the original "Old Farmer's Almanac," imprinted with season's greetings from WTRF-TV, to its clients, advertisers and agency personnel.

• A world cruise and tour for executives of summer camps has been announced by **Camping Magazine.** The tour, entitled "Camping Friendship Round the World" cruise, will leave the West Coast in September and return to New York City in November. The tour will include meetings with camping and youth-work leaders in Hawaii, Japan, the Philippines, Australia, Ceylon, Italy, France and England.

• **WLOL**, Minneapolis and St. Paul, has established a broadcasting scholarship at the University of Minnesota to encourage and assist students who have chosen broadcasting as their lifetime work. Resident students will be eligible for the scholarship upon completion of two years at the university. Eligibility will be determined by a selection committee to be appointed by the university and the first award will be made to a student entering junior classes in the fall of '61.

• **Broadcast Pioneers'** New York chapter will present its first annual "Mike Award" to WLW, Cincinnati, on Feb. 26. The award is presented for pioneering in the field of entertainment, leadership in engineering development and advancement of careers of performing artists.

• "How Much Will It Cost?" a booklet giving quick estimates of the costs of newspaper campaigns in various geographical and city-size groupings, has been published by the **Bureau of Advertising**, ANPA. The tabulation shows the cost of 1,000 lines of newspaper space in the U.S. and Canada and in the following categories: all daily newspaper cities; cities of 10,000 population and over; cities of 25,000 and over; cities of 50,000 and over; cities of 100,000 and over; and cities of 250,000 and over. Copies may be obtained from the Bureau of Advertising, American Newspaper Publishers Assn., 485 Lexington Ave., New York 17.

• A total of 135 department stores and 62 fashion advertisers will support **Seventeen's** third annual "Spring Semester" promotion, timed to stimulate early spring selling. A special 24-page portfolio of spring coats, suits, dresses and sportswear in the February issue of *Seventeen* will launch the selling theme. At the retail level, tie-in stores will support the program with window and interior displays, special events and advertising.

• In an unprecedented action on Dec. 29, **KTRK-TV**, Houston, at regular intervals throughout the day, broadcast the following announcement: "Channel 13 is always proud of its own programs and urges you to see them. Tonight, however, while we run 'The Untouchables' at 8:30, our neighbor, Channel 2, presents a documentary of great dramatic and historical dimension, the 90-minute edition of 'Victory at Sea,' the great award-winning series that depicts the Navy's role in World War II. We depart from our usual procedure therefore to urge you to see this great program tonight at 8:30 on Channel 2, and we will welcome you back to 'The Untouchables' next week."

• In a televised ceremony at Independence Hall, **WCAU-TV**, Philadelphia, presented tape recordings telling the Liberty Bell story in five languages to the Independence National Historical Park. Now visitors from foreign countries who come to the Philadelphia historical landmark will be able to hear the message in Spanish, French, German, Italian or Russian.

• In recognition of **WSOM-FM**, Salem, O., designating Jan. 20 as "Day of Opportunity" in a salute to Alaska, William A. Egan, governor of Alaska, has signed a proclamation making every member of the station's staff an honorary citizen of the State of Alaska.

• In an effort to promote awareness of the necessity of home construction of fall-out shelters, **KBON**, Omaha, Neb., launched a "Scramble for Shelter" contest Jan. 1. Winner of the contest will be awarded a complete fall-out shelter constructed in the basement of his home.

• For the third straight year, **WRCV** and **WRCV-TV**, Philadelphia, contributed $1,000 to the Northern Home for Children in Philadelphia as a holiday remembrance on behalf of more than 500 agency executives and members of the daily and broadcasting trade press.

• Effective with its January issue, the **Ladies' Home Journal** began a new editorial project, featuring a year-long series of articles on how American families spend their money. Each article will focus on the annual income and budget of one American family earning anywhere from less than $5,000 to upwards of $50,000. Each family's

WOR-TV, Channel 9,

and

Seven Arts Associated Corp.

proudly announce

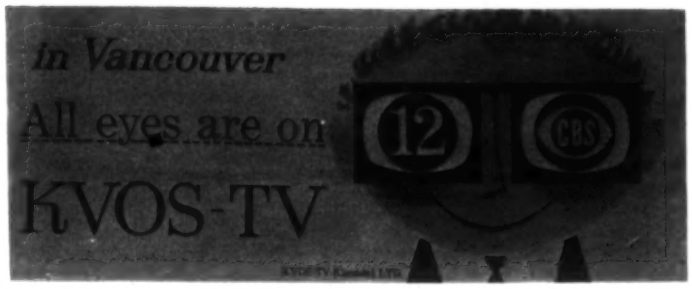
a major television event

budget will be analyzed by a nationally-known financial counselor who will point out both its strengths and weaknesses and will suggest ways of changing spending habits for maximum economic benefit.

• The **Hartford Times** and the **Chicago Sun-Times** have received the annual Fruin-Colnan Awards for "outstanding contributions to the understanding and solution of problems of urban renewal and regional planning." The awards, financed by the Fruin-Colnan Contracting Co., St. Louis, and administered by the National Municipal League, New York, give annual recognition to original research studies, magazine articles and newspaper coverage of urban renewal and regional planning.

• "Power Transmission Design Directory," containing more than 700 pages, has been published by **Power Transmission Design Magazine.** The directory is being distributed nationally to design engineers and buyers whose responsibilities include design, specification and maintenance of power transmission products. Additional information may be obtained from *Power Transmission Design Magazine*, 812 Huron Rd., Cleveland 15.

• **WTOP**, Washington, CBS affiliate, broadcast an editorial on Dec. 22 praising the **National Broadcasting Co.** for its television documentary on Dec. 20 on the Negro sit-in movement.



TV REMINDER—*KVOS-TV, Bellingham, Wash., serving the Vancouver-Victoria market, put up 26 of these outdoor posters in Toronto, to remind Toronto agencies what the tv picture is in the Vancouver-Victoria market. James Lovick & Co., Vancouver, is the agency.*

• As a special holiday greeting, **Martini & Rossi S.P.A.**, Turin, Italy, sent to restaurateurs, hotel managers and wine stewards of more than 3,300 restaurants outside the U. S., a complimentary copy of the January issue of **Holiday**, which contains one of the company's series of four-color page ads.

• **KDKA-TV**, Pittsburgh, received pledges of $40,547 during its annual two-hour program staged for the benefit of Children's Hospital between 7:30 p.m. and 9:30 p.m. on Christmas Eve and presented in conjunction with the Pittsburgh Press Old Newsboys campaign.

• **WERE**, Cleveland, has moved into its new $500,000 two-story building at 1500 Chester Ave. The building marks Cleveland's first building designed and built exclusively for a radio station.

• In the main ballroom of the Lafayette Yacht Club, **WTAR**, Norfolk, Va., recently demonstrated its image, sales and programming concepts to more than 200 advertisers and agency executives from Norfolk, Portsmouth, Newport News and Richmond.

• **Philadelphia's broadcast industry** backed up the city's annual United Fund Torch Drive with massive coverage that continued after the campaign's formal closing date with appeals for a "shower of dollars."

• A nine-year editorial campaign by the **Philadelphia Inquirer** came to a successful conclusion on Dec. 12 when the Barnes Foundation, Merion, Pa., with court approval, opened its doors. For the first time since the gallery was opened in 1924 its $100,000,000 art collection is open to public inspection.

• In an effort to show advertisers how many people listen to "The Good Music Station," and to increase traffic in advertisers' stores, **WGMS**, Washington, printed 10,000 bumper stickers reading, "Happy Birthday Beethoven—WGMS." The stickers were given to its advertisers to distribute to customers. Inspiration for the birthday celebration came from the "Peanuts" comic strip, which features a character who spends his time playing Beethoven masterpieces on a miniature piano and plugging his idol's birthday.

• Twenty-two Boy Scouts from troops in the South Bend, Ind., area have earned journalism merit badges in a new program sponsored by the **South Bend Tribune.** The *Tribune's* course is designed to cover all of the requirements which appear in the Boy Scout journalism merit badge handbook. Participants must pass a two-part

(Continued on Page 66)

Here are just a few of the great "Films of the Fifties":

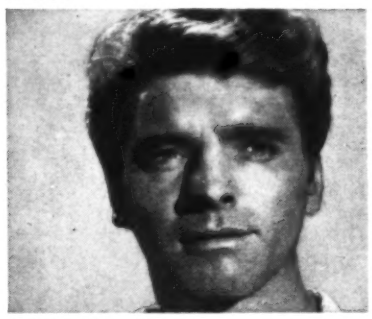
JOHN WAYNE
THE HIGH AND THE MIGHTY—1954 IN COLOR

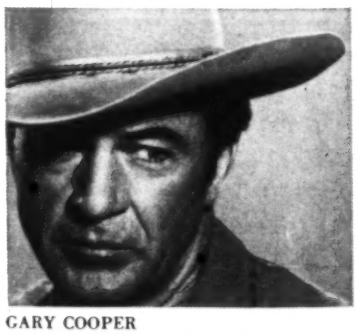
KIRK DOUGLAS
THE BIG TREES—1952 IN COLOR

DORIS DAY
TEA FOR TWO—1950 IN COLOR

JIMMY DEAN
REBEL WITHOUT A CAUSE—1955
IN COLOR

ALFRED HITCHCOCK'S
STRANGERS ON A TRAIN—1951


BURT LANCASTER
THE CRIMSON PIRATE—1952 IN COLOR


GARY COOPER
SPRINGFIELD RIFLE—1952 IN COLOR

JUDY GARLAND
A STAR IS BORN—1955 IN COLOR

WOR-TV has acquired a television exhibition license from Seven Arts Associated Corp. for Warner's "Films of the Fifties"—forty of Hollywood's finest feature motion pictures: all post-1950, twenty-six in color!

The purchase was made at an all-time high price of more than one million dollars.

WOR-TV, the nation's #1 movie station, has added these outstanding films in keeping with its continuing policy of programming the best in motion pictures!

To millions of New York TV viewers this historic acquisition represents a new high in motion picture entertainment. To advertisers, it represents a new peak in quality, audience-building programming.

WOR-TV CHANNEL 9
Owned and Operated by
RKO General, Inc.
a Subsidiary of
The General Tire & Rubber Co.

SAA SEVEN ARTS ASSOCIATED CORP.

'SPENDABILITY'

Southern New Jersey Has It.

Two hundred thousand buyers in the rich three-county (Atlantic, Cape May, Cumberland) rapidly expanding three-phase (Industry, Agriculture, Recreation), market of Southern New Jersey, provide a readily receptive audience for your product . . . and the PRESS, with more than adequate coverage, is the one medium to reach it.

ROLLAND L. ADAMS
President

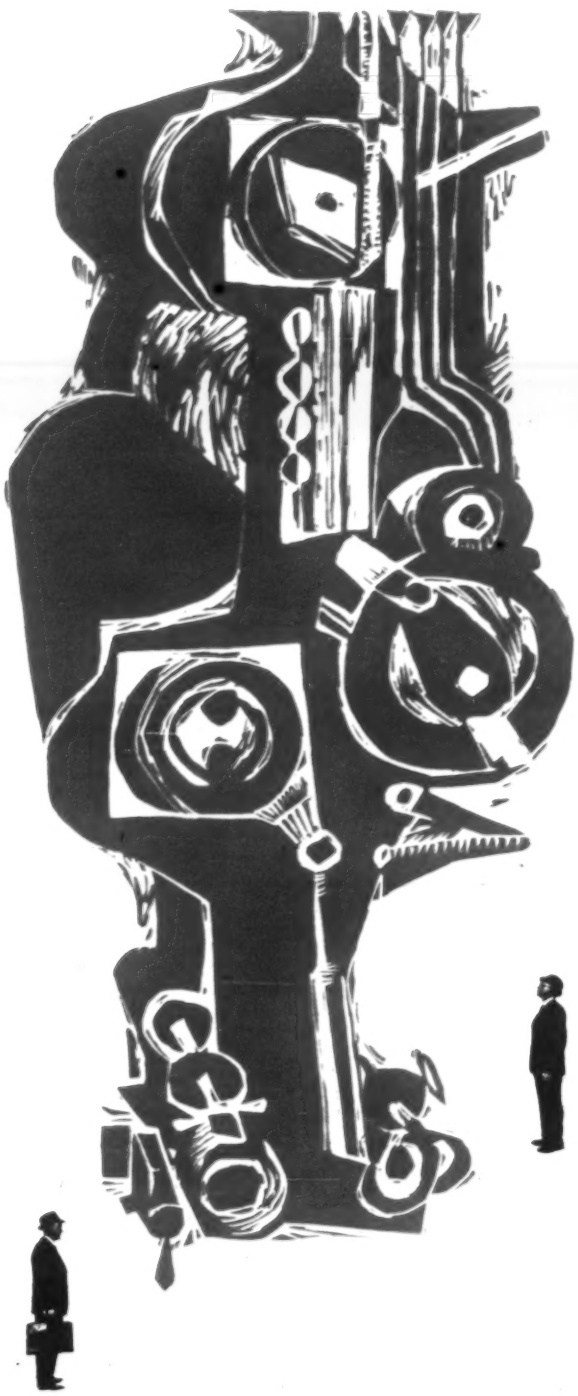
Scolaro, Meeker & Scott, Inc.
National Representatives

Atlantic City Press

Southern New Jersey's "Good Morning" Newspaper

HALL OF FAME—*Walt Campbell, editor of Steel, hangs the latest Industrial Marketing award presented to Steel in the publication's own hall of fame. The certificate of merit, presented in IM's 22nd annual business paper editorial achievement competition (AA, Dec. 5), marks the 29th Industrial Marketing award that Steel has won.*

It doesn't pay to compete with the printing press today



Among many things good printing can do for your company

It can carry on "self-selling." It can do it with millions of people who like to read and sell themselves. It can cut down the high cost of personal salesmanship — save the salesman's time — build his volume. Good printing can locate interest in products at far less cost than the salesman can who must do all his own "bird-dogging" for prospects.

Where its production is properly supervised, printed salesmanship can be controlled for accuracy of statements and promises to an extent that oral presentation almost never can. *This is one of many ways to give your sales manager the control he needs — also to help him with the education of new recruits.*

For many companies good printing can "sell against the catalog," and so greatly stimulate catalog use. And this by no means at added expense — for *good catalog-booster literature can be made to pay handsome profits on its own account.*

Good printed institutional literature can open doors for salesmen, make new friends, warm up old friendships, and do much to avoid the disruptions in production through plant tours.

If you will tell us what you would like printing to do to build your own profits, we shall be glad to study your needs and place our creative and production resources at your service. No obligation at all in consulting us. If the foregoing has sparked an idea in your mind, drop us a line. Or better still, call us while you think of it — CAlumet 5-2121 in Chicago; YUkon 6-1144 in New York; or DUnkirk 5-2946 in Los Angeles.

THE LAKESIDE PRESS

R. R. Donnelley & Sons Company

350 East Twenty-second Street

Chicago 16

SALES OFFICES ALSO AT

220 East 42nd Street, New York 17

3460 Wilshire Boulevard, Los Angeles 5

written test on these requirements. A total of 148 scouts are enrolled in the program. Prior to the *Tribune's* program, only three journalism merit badges had been awarded in the area in the preceding five years.

• A special boat and motor issue will be published by **Resort Management** in March. The magazine, published bi-monthly on the even-month cycle, is supplanting its regular March newsletter with this issue.

• For the first time, the **Chicago Sun-Times** will publish its annual auto show section in a standard-size page format (310 lines on 8 columns). It will publish the section Sunday, Feb. 19, as part of its regular size newspaper. On Saturday, Feb. 18, the **Chicago Daily News** will publish its auto show section.

• **Carrier International Ltd.** treated representatives of its two agencies, N. W. Ayer & Son and Robert Otto & Co., and of the international publications on its 1961 ad schedule to a luncheon, at which two annual media awards were inaugurated. The first, a perpetual trophy, was awarded to **Time's** Latin American edition for the publication pulling the most response to CIL ads during 1960. The second, a transistor radio, went to **Reader's Digest International** for the publication providing the most merchandising aid in 1960.

• **WGN-TV**, Chicago, is the first station to sign for the new "Dick Tracy Show," a series of 156 five-minute animated cartoons produced by UPA Pictures Inc. Production of the series will be completed by late spring.

• **Department of New Laurels:**

Western Horseman carried 753 pages of advertising in 1960, an 11% increase over 1959.

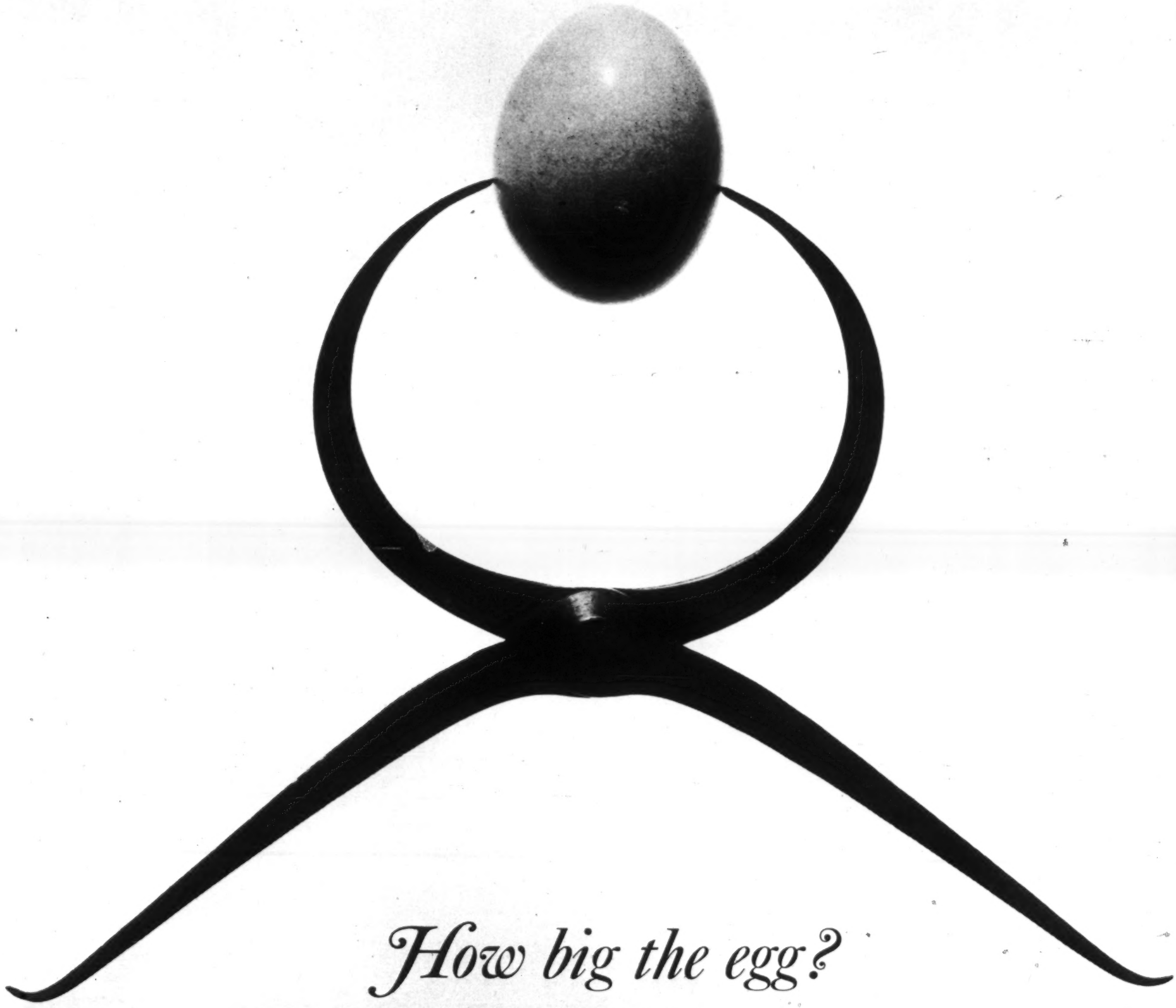
Purchasing Magazine carried 3,798 pages of advertising in 1960, an increase of 362 pages over the previous record year.

Armed Forces Management had gross billing of $185,041 in 1960, compared with $118,554 in 1959.

U. S. News & World Report carried 2,836 advertising pages in 1960, a gain of 150 pages over the preceding year.

Popular Boating carried 960 pages of advertising in 1960, a 12.6% increase over 1959.

Glass Digest ran 808 pages of advertising in 1960, an 11.3% increase over the previous year. #



How big the egg?

Behind the big talent names and audience ratings is many a painful flop. What happened to sales? And even more important, to profits? The answer, all too often, is the commercials. . . . It takes both inspiration and perspiration to make a commercial stand up against a star. We claim no monopoly of either . . . but we *are* proud of the figures on our clients' balance sheets. That's the best rating we know.

The commercial is the payoff. ***N. W. AYER & SON, INC.***

Cheesecake Crisis: Supply Barely Exceeds Demand

All good things come in PEARS
WORLD'S ONLY UNDERGROUND SUN ROOM
Courtesy of
TAN-O-RAMA
TANNING LOTION
YOU'LL GET A CHARGE OUT OF hartog
HARTOG SHIRTS THALSPUN 80% ORLON* 20% WOOL BY ALAMAC KNITTING MILLS
SEATTLE NATIONAL 1961 · BOAT EXPOSITION ·
NOV. Fri. 25th thru DEC. Sun. 4th
SurfSide 6 0525
JULY 1961
SUN MON TUE WED THUR FRI SAT
1
2 3 4 5 6 7 8
9 10 11 12 13 14 15
16 17 18 19 20 21 22
23/30 24/31 25 26 27 28 29
Cling Peaches from California
1961

The Advertising Age Committee for Assembling the Annual Cheesecake Review Page had fewer pictures to choose from this year. The result is that they made a better selection than last year, since they had fewer chances to go astray. Over the years, as we have put this page together, we have noted a slackening in the number of cheesecake pictures companies have sent out, as well as a moderating of undress. We don't know whether to attribute this to a growing emotional maturity or a mellowing due to old age, but we present here our choice for this year. How well we remember these fair damsels which we have been hoarding in our top desk drawer during 1960: Miss National Boat Exposition, changing a tire or something; Miss Tan-O-Rama basking in a cave; Miss Cling Peaches still celebrating New Year's Eve 1959; the Hartog girls stuck in cannons or pen holders or whatever; the angry looking Tuborg beer girl with the southern exposure; Miss SurfSide 6-0525, running up the phone bill; the girl snuggling up to a tv set; and Miss Winter Pear warming her fruit on top of a radio. Here they are. Enjoy them; they seem to be getting fewer and fewer.

One of a series appearing in The Wall Street Journal

How to talk woman-talk to millions... effectively!

Now you can add a more *personal* touch to your product-story—thanks to a successful development in marketing. It's the Blair Group Plan, using spot radio to step up local impact on a national scale.

Blair tailors each group plan to specific marketing goals. Thus, the uniquely personal quality of spot radio is put to work as never before. Coast-to-coast you get full benefit from the local selling-power and prestige of America's leading stations. Together they reach families having 81.6% of America's spendable consumer income.

So effective—because your sales message gets across with the directness of person-to-person talk. *So flexible*—because it's geared to the sales potential of each market. And *so convenient*—one order, one affidavit, one invoice.

The Blair Group Plan is made available in a presentation built specially to meet your sales goals. Combining the creative abilities of many talented people, it can give you new insight into the selling power of spot radio today. Consistent users include several major advertisers. To see how a Blair Group Plan can strengthen your marketing strategy, just call the John Blair office nearest you . . . in Atlanta, Boston, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, St. Louis, San Francisco or Seattle.

BLAIR GROUP PLAN

A service of John Blair **and Company**

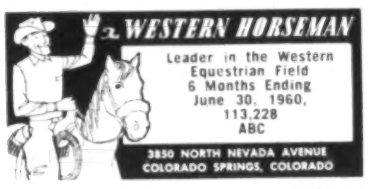
Representing the nation's most influential group of radio stations. 717 Fifth Avenue, New York

Johnson & Lanman Named

Columbus Pharmacal Co., Columbus, O., drug manufacturer, has appointed Johnson & Lanman, New York, to handle its advertising. The company was recently acquired by Philips Electronics Pharmaceuticals Corp., U.S. arm of the Dutch Philips company.

Steller, Millar Adds 1

Steller, Millar & Lester, Los Angeles, has been named to handle advertising and pr for Air Vent Aluminum Awning Co., one of the country's oldest and largest makers of aluminum awnings. A campaign to expand sales in the trailer field is being planned.



There's Many a Hazard in The Cotton Cay Derby

PEPPERELLS AND FRIENDS—*Each ad in the series pictures the four Pepperells in a family adventure, such as this Cotton Cay donkey derby.*

Pepperell Invents Island, Family as Fabrics Ad Theme

Company's Wash-Wear Fabrics Enter Consumer Media for First Time

NEW YORK, Jan. 3—An imaginary family living on an imaginary island will introduce Pepperell wash-and-wear fabrics to the consumer in February.

Pepperell Mfg. Co. entered the sportswear fabric field about three years ago, but until now has concentrated on advertising these fabrics to the trade only. For 1961, the promotion will be broadened to two consumer magazines in a campaign designed to capitalize on the Pepperell name, well established in the sheet and blanket field.

The entire campaign—from trade ads through publicity to consumer ads—will be built around an imaginary Pepperell family: Mother Pepperell, Father Pepperell and their offspring, Susan and Vincent. They are portrayed in the ads as "the world's most civilized beachcombers," residing on Cotton Cay, "imaginary island in the sun."

■ Each ad shows the Pepperells living the "languorous, lazy life . . . A life where they've taken the best and left the dross of mechanized city life." This island idyl is shown in the ads by picturing the family at a Sunday siesta, a turtle race, a hunt for golden eggs, a gondola ride, etc.

Each member of the family models clothes made from Pepperell fabrics, and the copy points out that they are able to be such "civilized beachcombers" because "all their sports clothes are tagged Pepperell. And that means wash-and-wear fabrics that really live up to what the tag promises." The Pepperell hang tag is prominently featured in each ad, although no merchandise credits are given.

The consumer campaign will run from February through May in *Sports Illustrated* and *The New Yorker*. Thirteen b&w pages will run in each magazine. At first the ads will run weekly, then switch to every two weeks.

■ A trade campaign has been running since June in *Boys Outfitter*, *Daily News Record* and *Men's Wear*, featuring 11 major cutters. Each ad juxtaposes the picture of a manufacturer against a Cotton Cay background. For example, the ad featuring McGregor fabrics pictures Bill Doniger, president of McGregor-Doniger, on a lush tropical shore. The headline reads: "Bill Doniger comes to Pepperell's Cotton Cay."

A five-minute sound color film, describing the Pepperells' peregrination on Cotton Cay, is being offered to women's tv shows.

The pictures for the campaign were taken last summer during a hectic, rainy two weeks at Ocho Rios, Jamaica. A crew of 14 made the trip, including James Donahue, Pepperell ad manager; Richard Sutter, account supervisor at Benton & Bowles; Anita de Berg, B&B copywriter; Henry Eastland, B&B art director; Dan Wynn, photographer; and Don Nestingen, cameraman. The four models were Pat Goddard and her daughter Susan, and Paul Brine and his nephew Vincent.

■ On their island sojourn, however, this Pepperell group lived not the lilting life of civilized beachcombers in the ads, but the nightmare ordeal of admen on location—pushing jeeps up mud-greased hills, capturing turtles, building a palm-topped hut, etc. By the time they gratefully arrived back at their offices, all had agreed their favorite island in the sun was Manhattan. ≡

Family Portrait of The World's Most Civilized Beachcombers

NEW AD PERSONALITIES—*This ad in February issues of Sports Illustrated and The New Yorker introduces the Pepperell Family on Cotton Cay—"the world's most civilized beachcombers" and the new salesmen for Pepperell wash-wear cottons. Benton & Bowles is the agency.*

'L.A. Times-Mirror' Buys Cardoza Bookbinding Co.

Times-Mirror Co., Los Angeles, will acquire Cardoza Bookbinding Co., San Francisco, the largest west of the Mississippi, for as much as $1,500,000 of Times-Mirror Co.'s common stock, to be paid over a five-year period at market value. The textbook bindery will be operated under its present management as a wholly owned subsidiary of Times-Mirror Co. The acquisition is to become effective in March.

Salada Names Pearce

John A. Pearce, formerly an account executive with James Lovick & Co., Toronto, has joined the Canadian division of Salada-Shirriff-Horsey as assistant advertising manager. Salada said Mr. Pearce's position was "created as part of a readjustment of the company's advertising organization to take full advantage of changing marketing opportunities." Hugh J. Anderson is advertising manager.

T-BONES FOR ADVERTISERS

at hamburger prices

When you're served the thick juicy Cincinnati market for $1.71 per milline, you're getting a real feast off the Post and Times-Star platter! Few markets match Cincinnati's per capita buying power; still fewer can be had for a milline rate of $1.71. The editorial excellence of the paper itself bespeaks the high type readership offered you in every income group. So if it's highest quality and utmost economy you want, you're with us!

7 *out of* **10** *Cincinnatians read the Cincinnati* **POST Times-Star**

★

Total circulation . . . 274,874 . . . ABC 9/30/60

★

Largest Cincinnati Newspaper Daily or Sunday

★

43% Read No Other Daily

★

One of the nation's lowest Milline rates . . . . .
Only $1.71 on a 200,000 line contract.

★

The Newspaper that Spends the Evening with almost 1,000,000 Readers.

★

ROBERT K. CHANDLER
Manager, General Advertising Department

Represented by The General Advertising Department
SCRIPPS-HOWARD Newspapers

THE S.E.P. SHORT COURSE

S.O.B.

Senior Outdoor Buyer. He rides the boards. Knows all the locations (like that nifty little bar & grill off First Avenue). Puts unflagging effort into hunting down flaggings.

A.P.X.

Ad Page Exposure—the first and only media measure that tells you what happens to your own, ever-lovin', sweated-out advertising page when it hits the home.

Get all the facts on APX— —P.D.Q. from The Saturday Evening Post

Insurer to Mark 50th Anniversary by Naming Agency

EVANSTON, Jan. 3—Washington National Insurance Co., which will celebrate its 50th anniversary in 1961, will hire its first agency this month.

The company disclosed that it had mailed a two-page questionnaire to some eight agencies (AA, Dec. 26). An additional 22 questionnaires were sent out last week to other agencies requesting them, according to Frank C. Elston, director of sales promotion and publications.

The list of 30 contenders will be narrowed to three or four finalists, Mr. Elston said. The finalists will then be invited to make presentations and talk to company officials, he added.

■ Nearly all of the 30 agencies are Chicago-based shops or agencies with Chicago offices. The two-page questionnaire mailed to the agencies asks about 18 basic questions including such queries as gross billings, list of clients, number of personnel and method of remuneration.

Mr. Elston declined to say how much the company invested in advertising last year or what it will spend for ads this year. In the past, the insurance company has used direct mail and some space advertising in local newspapers and business publications. The company plans no national advertising in 1961, Mr. Elston said.

Washington National sells life, accident, sickness, group, hospital, surgical and medical insurance in 47 states and two Canadian provinces. Its premium income for 1959 amounted to $82,918,973, of which $45,641,970 represented accident and sickness premiums. =

Campbell Soup, Potato Chip Industry Launch Tie-in Push

Campbell Soup Co., Camden, N.J., is tying in with the potato chip industry during December and January to feature its frozen cream of shrimp soup as a "shrimp dip." Consumers are offered a 25c cash refund on any brand or size of potato chips in return for the brand name from the potato chip package and a coded can top from the soup. The offer, limited to one refund per family, expires Feb. 15. The "shrimp dip" recipe is imprinted on all cans of the frozen cream of shrimp soup and is appearing in color pages in the December issues of *Good Housekeeping* and *McCall's*. Leo Burnett Co., Chicago, is the agency.

McCartney Heads Camlynn Cosmetics, New Company

William McCartney, formerly a product group supervisor of Helene Curtis Industries, has been named president of William Camlynn Cosmetics, Palatine, Ill., a new company specializing in cosmetics for dry skin. Full-scale operations are slated to begin Jan. 1. The company, which plans to spend about $250,000 this year in advertising, has not yet chosen an agency. Cooperative advertising will begin in three top markets in early March and will be expanded to cover 25 markets. The line will be sold in drug and department stores.

SRDS Alters 'Transportation Advertising Rates & Data'

Standard Rate & Data Service, Skokie, Ill., has changed the name of *Transportation Advertising Rates & Data* to *Transit Advertising Rates & Data*. At the same time, frequency of publication has been changed from monthly to quarterly, with issues being dated Jan., April, July, and October. Annual subscription rate for the new SRDS service is $10.

Coke, Minute Maid Merge

Minute Maid Corp. has become a division of Coca-Cola Co., effective Dec. 30. Stockholders of both companies have approved the merger. The present management of Minute Maid will continue. William E. Robinson, Coca-Cola board chairman, said his company had not made any plans for Minute Maid for 1961 beyond the juice maker's own basic program. Under the merger terms, one share of Coca-Cola common is being exchanged for 2.2 shares of Minute Maid common. The consolidation is Coca-Cola's first step outside the soft drink field.

Mother Parker's to Tandy

Mother Parker's Tea & Coffee Ltd., a company that markets its products only in the province of Ontario, has switched its account from Crombie Advertising to Tandy-Richards Advertising, Toronto. The account is estimated to involve upwards of $150,000 in billings.

Don't trade your upset stomach for a headache!

Admen get quick relief from "headaches" of the business when they discover the dependability of Century! For a standard of quality you'll always be proud of—use the services of Century!

You can be certain with
CENTURY
ELECTROTYPE COMPANY, INC.
Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B & W and Color Proofing
Duplicate Photoengravings
160 East Illinois St., Chicago 11 • DElaware 7-1541

CREATIVITY . . . wfmy-tv creates sales in the nation's 44th market*

Creativity . . . someone's artistic ability produced this handsome leather saddle.
Creativity . . . WFMY-TV's proven ability to create greater sales and profits for you, in the *Industrial Piedmont*.

Sell the nation's 44th market* (44 counties, 17 cities) . . . where 2.3 million customers have 3.2 billion dollars to spend . . . for complete details call your H-R-P rep today!

*Source: Television Magazine, 1960 Data Book

SEAL OF GOOD PRACTICE
wfmy-tv
GREENSBORO, N. C.
"NOW IN OUR 12TH YEAR OF SERVICE"
Represented by Harrington, Righter and Parsons, Inc.
New York, Chicago, Los Angeles, San Francisco, Atlanta, Boston, Detroit
CHANNEL 2
CBS

Young TV Rate Card Does Away with Frequency Discounts

NEW YORK, Jan. 3—Young Television Corp. has developed a tv rate card which does away with frequency discounts and allows for immediate adjustment of rates to accommodate the changed popularity of time periods.

The new rate card, already adopted by seven stations represented by Young, is divided into three parts. Each section contains its own program rates and weekly package plans for minutes and 20-second announcements in the various time classifications.

In Section 1, spots have a fixed position and have the highest rates. Section 2 announcements cost less but are moveable with two weeks' notice if the time segment is desired by an advertiser buying by Section 1 rates. Section 3 rates are the lowest and are pre-emptible, without notice, for advertisers buying by Section 1 or Section 2 rates.

■ An advertiser has the option of buying at any of the three rates, but he stands a chance of losing his time period if another company buying at a higher rate should request it.

The new card was developed at Young by Frank G. Boehm, vp in charge of research, and Marvin Roslin of the research staff, under the supervision of James F. O'Grady Jr., exec vp. It already has been adopted by KEY-T, Santa Barbara; KNTV, San Jose, Cal.; WEHT-TV, Evansville, Ind.; WXIX, Milwaukee; WTVC, Chattanooga; WTVM, Columbus, Ga.; and KELP-TV, El Paso. ≡

FCC Hits Stations on Payola

The Federal Communications Commission has ordered two radio stations—WAOK, Atlanta, and WRMA, Montgomery—to "show cause" why they should not be hit by cease and desist orders stemming from past "payola" practices. The notice to the stations, which are under the same ownership, has arisen from information supplied by the stations a year ago, indicating they had received money or things of value for broadcasting records or other program materials, FCC said.

Saginaw Names Church

Church & Guisewite Advertising, Midland, Mich., will direct a new actuator products marketing program this year for the Saginaw Steering Gear division of General Motors Corp., Saginaw, Mich. Under a new contract, effective Jan. 1, the agency will assist in advertising and sales promotion of Saginaw ball bearing screw and spline products. Working with the maker's ad department, the agency is to develop a coordinated marketing program comprising vertical market research and development, customer and prospect communications and business publication advertising.

Mutual Appoints Two

Herbert J. Cutting, formerly director of sales services of Mutual Broadcasting System, New York, has been appointed director of the new commercial operations department. The new unit was established to streamline clearance procedures. Replacing Mr. Cutting as director of sales services is Fred Kilian, who had been free-lancing advertising copy for the past year. Before that, he was director of program development and a radio-tv account executive of Lennen & Newell.

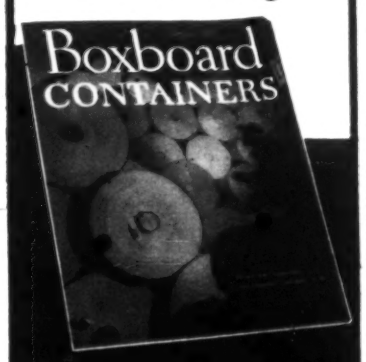
Jefferson Adds 2 Accounts

Pied Piper Shoe Co., Wausau, Wis., maker of juvenile footwear, and La Crosse Trailer Corp., La Crosse, Wis., have named Jefferson Advertising Agency, La Crosse, to handle their accounts.

Wexton Names Two

Wexton Advertising, New York, has named Elin Corey, formerly with *TV Guide*, and Jess Korman, previously with Batten, Barton, Durstine & Osborn, to its copy staff.

Are you overlooking a **$3 Billion Industry**



Boxboard packaging sales topped $3 billion last year. Why not investigate this rich industrial market. For the "who buys what" and "how" contact:

Boxboard CONTAINERS
A Haywood Publication
Chicago: 6 N. Michigan Ave., CE 6-3690
New York: 369 Lexington Ave., MU 3-8432

where your **Sales Story** reaches the

DECISION-

GEORGE J. CALLOS
President
Klau-Van Pietersom-Dunlap, Inc.

"Growth of a client's sales, not agency billing, is the yardstick by which we measure ourselves. We must serve as a true extension of every client's sales and advertising department. We find Industrial Marketing's fresh and thorough reporting of research developments, marketing aids and sales promotion ideas help us to constantly evaluate and implement our total marketing concept of service for our clients."

CHARLES M. SPENCER
Executive Vice-President

"Because the continuing stream of product innovations and new product introductions is the very lifeblood of industry—not an advertising sales or marketing man today can overlook any merchandising tool. I consider Industrial Marketing one of those rare and practical tools we've come to rely upon for accurate and intelligent appraisals and interpretations of merchandising experiences and trends."

JOSEPH C. STODOLA
Senior Vice-President and Creative Director

"I've put Industrial Marketing at the top of the routed list of publications for copy department personnel reading. The 'how to's' and 'whys of' articles can't help but spark and revitalize copy ideas—and enrich basic knowledge. I've personally found that IM stimulates new approaches and techniques—new merchandising follow-through possibilities for many of our industrial clients."

INDUSTRIAL MARKETING

Esquire Countersues Johnson

Knomark Inc., New York, maker of Esquire shoe polishes, filed a countersuit Dec. 22 against S. C. Johnson & Son, Racine, Wis., in eastern district court, alleging improper interference with the normal business of Knomark through statements made by Johnson representatives to Knomark accounts regarding Esquire's Touch of Magic polish line. Damages and an injunction are sought. Johnson recently sued Knomark (AA, Dec. 26) alleging patent infringement in the design of a plastic dispenser for liquid polish.

Grimm & Craigle Adds 3

Grimm & Craigle, Chicago, has been named agency for Globe Glass Mfg. Co., and its subsidiary, Amerada Glass Corp., both of Chicago. In the coming campaign, emphasis will be on the architectural and building markets and media. Crafton Advertising Associates, Chicago, previously handled the accounts, which reportedly spent an estimated $40,000 last year. Grimm & Craigle also has been named to handle advertising for Cetron Electronics Corp., Geneva, Ill.

Musselman to 'Skiing News'

Birch Musselman has joined the New York office of *Skiing News*, Denver. He formerly was with *Ski*, Hanover, N. H. At the same time, *Skiing News* has opened a branch office in Portland, Me., and has named Frank Langlois to head the office.

Danly Machine to Schmidt

Danly Machine Specialties, Cicero, Ill., maker of presses, die sets and die maker supplies, has switched its account from Waldie & Briggs, Chicago, to Schmidt & Sefton, Grand Rapids, Mich.

Now They Can't Give Away What They've Been Selling

CHICAGO, Jan. 3—A Chicago researcher has started cutting out paper dolls after having been turned down by 18 of 20 suburban housewives to whom she offered a brand new steam iron in exchange for an old one.

Following up on a survey of steam iron service problems, the interviewer called back to get some of the old inoperative irons for laboratory inspection by Illinois Water Treatment Co., Rockford, Ill., a client of Tobias, O'Neil & Gallay.

After 20 calls and 20 explanations, taking hours, two women skeptically accepted the free offer and reluctantly agreed to swap their old irons for the latest model of the same brand. #

Michael Schwartz Adds 1

Michael Schwartz Associates, Philadelphia, has been appointed advertising agency for Thomas Organ Co.'s eastern division, Long Island City.

MAKING TEAM

Today, most major advertising decisions are shaped by team effort. Chances are, in the companies and agencies you want to reach, at least three, four or more executives will influence the choice of your market, medium or service.

EDWARD F. RITZ
Vice-President and Media Director

"My department finds the media and markets articles and the publication ad pages in Industrial Marketing particularly valuable. We're keenly interested in how other manufacturers and their agencies allot space budgets, and in their experiences with them. We're always on the lookout for new publication surveys, rate and coverage data announced in the ads . . . so conveniently found between IM's covers."

RAYMOND F. GOMBER
Vice-President and Account Group Manager

"Whether you're an agency principal or a copy cub, I feel there is a gold mine of information in every Industrial Marketing issue. That's important to any industrial ad man on his way up. I like IM's broad industrial scene coverage . . . yet it includes many specific articles that hasten personal progress and provide opportunity to view your job and that of others with renewed understanding."

Industrial Marketing's monthly penetration of industrial companies and agencies is a vital factor for IM readers. Because IM is the only publication serving the specialized interests of those concerned with selling and advertising to business and industry, most of the men who call the shots on industrial markets and media are enthusiastic IM readers.

At Klau-Van Pietersom-Dunlap, Inc., for example, one of the country's leading industrial agencies, Industrial Marketing is considered required reading by the executives who formulate policies. Headquartered in Milwaukee, K-VP-D guides accounts of a variety of important business paper advertisers. On these pages are comments about Industrial Marketing from five key members of the K-VP-D decision-making team.

The magazine of selling and advertising to business and industry

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CATHOLIC SCHOOL JOURNAL
400 North Broadway
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The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Licensing Advertising Practitioners 'Impractical,' 'Impossible,' Readers Say

To the Editor: As one of the many who no doubt are adding their voices in protest of licensing agencies, as suggested by Sydney R. Nemarow, president, Nemarow Advertising Agency (AA, Dec. 26), may I say that the impracticability of such a move is so overwhelming that I cannot understand a practicing adman making the recommendation.

Has such licensing eliminated medical "quacks," unscrupulous lawyers or dishonest accountants? Not in my experience.

Further . . . no university or school can actually teach advertising. Each of the above professions follows the book—laws are specific; medical schools instruct budding physicians in the right and wrong of treatments for definite ailments and diseases. Accounts are kept according to proven methods of bookkeeping.

But since when has any advertising man been taught how to dream up a campaign that has the elements of success according to a formula? There are medical schools . . . law schools . . . schools of business administration. But to the best of my knowledge there is no college or university that offers a four-year curriculum in advertising. Courses in merchandising, principles of advertising, copy etc., but no planned, definite and comprehensive degree in advertising is available.

Further, the majority of instructors in colleges I have attended are *not* practical advertising men.

It is virtually impossible to teach advertising. A groundwork course that embodies the phases, yes. Production, yes. But you can't develop the skills that come with experience in creating campaigns and knowledge of the wants and needs of the buying public.

I have interviewed many young men and women over a period of years. Many of them honor students in their respective schools. And yet their ideas are so grandiose, the conception of advertising so immature, that they must undertake a training period of several years before they are sufficiently familiar with down-to-earth problems. Are these the people who would be given an examination?

I have often maintained that if an advertiser would call in ten agencies and present their problems in product image, merchandising and distribution, he would receive ten *different* recommendations. And who is to say that any one of those ten does not have the potential of a successful campaign.

One of the most powerful and productive advertisements ever produced by this agency was the result of a conversation with a bus driver. Another eminently successful series resulted from a questionnaire to dentists.

I went to college . . . majored in English and journalism, and studied both economics and sociology. But it was years after I finished school, and worked for an advertising agency, newspapers and a national retail chain before *I* accepted the fact that I was an advertising man.

No. When a field deals with theory rather than fact, you cannot give a man a license and tell him he is approved to practice. And if advertising is ever reduced to fact, rather than fancy, you will have all advertising follow set rules and regulations, eliminating the glory of creativeness and freedom of speech (in copy).

Leonard M. Goldsmith,
Leonard M. Goldsmith Advertising, Philadelphia.

•

To the Editor: License advertising agencies? Let me tell you a little story:

Several years ago when I suffered a heart attack, the head nurse in the cardiac section spent some time at my bedside one midnight when I was recuperating. She was telling me how constantly frustrating it was (for her) to watch heart patients admitted under the care of their different doctors, then suffer at their collective lack of knowledge, understanding, skill and medical proficiency.

"I feel like screaming to some of these poor slobs (her words) to change doctors fast," she said, then mentioned a specific three doctors out of about 50 who were skilled and proficient enough to do more than go through impressive motions and then hope for the best.

Tell friend Nemarow that these incompetents are duly licensed and accredited. Just as those advertising practitioners would be who passed some innocuous English, journalism, economic and sociology tests. This kind of licensing assures nothing but an authoritative stamp of approval for anyone who can read, memorize and repeat bromides and theories. We have enough of these already, why frame their stupidity and hang it on a wall?

If licensing after examination were the answer, all you'd have to do is staff an agency with professors of each of the subjects mentioned. But woe to you if you do.

What advertising needs is fewer "students" of marketing, and a hell of a lot more salesmen who can translate selling talk into convincing print campaigns. Fewer so-called technicians of double-talk, and more humorists who can come up with a Bert and Harry (and that's another subject for another letter to the editor).

License? The best license is a couponed ad that pulls its head off.

Irving Levy,
Irving Levy Promotions, New York.

• • •

Oatmeal Rings the Bell All Over the World

To the Editor: Creative Man obviously has never seen weeks old paper hanger's paste and probably has not seen oatmeal since childhood since his written impressions of it are strictly juvenile (AA, Dec. 12).

Without going into the science of it, real or copywriters', he overlooks that which anyone knows who's ever been around horses. Never feed a horse too much oats if he's not being worked. He gets too frisky—without cream and sugar, too!

Now Creative Man probably stopped eating oatmeal even before he had his own way about what he would or wouldn't eat. So, he doesn't know what he's been missing.

It might convert him to know that people all over the world eat oatmeal, specifically Quaker Oats, and rely on it as a health-builder. We know because we've advertised the product internationally in just about every country of the world and most of its languages, over the past 40 years. Some proofs of ads are enclosed to prove this and show how it's done. [The ad reproduced here ran in Cuba.]

We have worked with the health departments of undernourished countries, aiding them in their efforts to improve dietary habits with Quaker Oats.

Feeding tests, with Quaker Oats, have been conducted in schools in places like India with remarkable results.

Quaker Oats only tastes better and is more palatable with cream and sugar. To give you what you want, it doesn't need them. Try it daily, for a few weeks, and you'll see it does stay with you 'til lunch and, paradoxically, you will have a better appetite at lunchtime—even for a lamentable martini.

Thomas W. Hughes,
President, National Export Advertising Service, New York.

• • •

Bicycle Cards Ad Was No Messy Deal to Him

To the Editor: The Creative Man's Corner of Dec. 26 seemed so out of line with "Who Dealt This Mess" that I am moved to take action in behalf of good advertising.

First and certainly most important, I cannot recall any other card maker's ads since this campaign caught my eye some months ago. Until the Creative Man's Corner mentioned the names Steamboat and Congress, the only name I could conjure up was Bicycle and due entirely to this campaign.

The ad in question is clean, the type enjoyable, the photography suggests sophistication and relaxation. In a word, fun.

I do not know what ads the author of the Creative Man's Corner has created but I can bet a pair of deuces they look as old and buckeye as his column. The reason I read his column? I was attracted to it by the ad he was disparaging.

Warren Forma,
Forma Art Associates, New York.

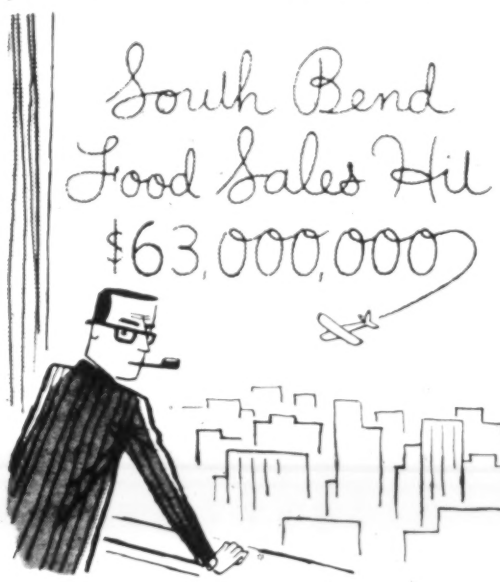
• • •

A Noble Defense of Idaho Potato—Skin and All

To the Editor: Jim Woolfe's can is showing again (AA, Dec. 26).

It's his psyche. It's that suppressed fury at himself for all the time buying things in cans, bottles, cartons, jars, jugs, ad nauseam. He wants to tear them open, get inside. Now he wants to tear that beautifully textured skin off that Idaho potato. Fie. For shame. He's simply afreud of fresh vegetables.

That's a hardworking potato. It shows me just what I'm looking for every time I cruise the supermarket. It's no Maine potato, Michigan potato, west Texas potato.



"HE DIDN'T CROSS THE T's!"

Obviously an oversight. But are you likewise overlooking an obviously good market? South Bend to be exact. This Metro area's per household income ($7553) is the highest in Indiana; 21st nationally . . . Bank deposits are highest in history . . . 1960 building surpassed 1959's! To reach South Bend and it's 14-county TV market, use WSBT-TV. This station dominates the market with top CBS shows and popular local shows. See your Raymer man for complete details.

CBS TELEVISION NETWORK

WSBT-TV
SOUTH BEND, INDIANA
Channel 22
Paul H. Raymer, National Representative

THE S.E.P. SHORT COURSE

R.S.V.P.

Research Statistics Vice President. Quotes demographic figures freely. Sample: the median female in Sewickley is 34-26-36. An irreplaceable man, especially in media organizations.

A.P.X.

Ad Page Exposure—the first and only media measure that tells you how many face-to-face contacts your own, sweet, brain-busting ad page makes with a magazine's readers. Demographic breakdowns are included.

Complete details on a moment's notice from The Saturday Evening Post

When my wife takes the sack and says, "Did you get Idahos?" I can say, "Certainly. Whassa matter, you think I'm as blind as Jim Woolfe?"

That potato's far more beautiful than au gratin potatoes, scalloped potatoes, french fries slobbering catchup, or mashed potatoes. Furthermore, if Jim Woolfe can recognize an Idaho potato from pictures of any of those, I'll send him a full year's supply, cold, boiled.

Man, that's a potato. Just think of it baked in foil, split, and heaped with sour cream dressing!

Jim Woolfe would probably have put an antimacassar on Marilyn in the memorable calendar photo. Scalloped.

Marvin C. Wachs,
Director, Advertising and Public Information, Kentucky Utilities Co., Lexington.

• • •

High Cost of Pharmacist Is Reason for Service Charge

To the Editor: One of the important reasons why I have read Advertising Age for so many years is the articles by E. B. Weiss. He usually is well informed, but the Dec. 19 prediction of the change in drug outlets displays a seeming lack of knowledge about the dispensing of prescriptions.

Permit me to relieve his "amazement" about why a service charge on prescriptions is not only necessary, but in the coming future will be more general practice. And, the 25¢ to 50¢ range of fee is unrealistically low and the average must be greater in the future.

More than 90% of all prescriptions are pre-compounded. But do you know what is involved in dispensing such a prescription? Here are the exact steps:

1. The prescription must be read and checked for proper dosage. With today's highly potent drugs, a mistaken decimal point can be dangerous. When I was a practicing pharmacist, as does every other pharmacist, I have prevented many serious errors that would have occurred if I had dispensed the prescription as written by the physician. They expect us to check them, it is our legal duty, for we, not the physicians, are responsible if a dangerous dose is dispensed. We consult with them when there is a possible doubt.

2. Each prescription must be entered into a permanent record by giving it a number and date.

3. The drug dispensed must be taken from the 4,000 different medicines the average pharmacy stocks. To prevent error it must be checked carefully for accurate selection.

4. The quantity must be counted or poured into the container if a liquid.

5. A label must be typed with exact directions which must be carefully checked for correctness.

6. Before dispensing everything must be checked again, given to patient and directions for taking again explained.

Prescription time studies show that such prescriptions take up an average time of seven and one-half minutes. We might cut a minute or two if we want to do a real rush job, but don't forget we pharmacists hold your life in our hands and an error is unthinkable. If we should make one the consequences are great.

In lower salary states the actual salary cost of a pharmacist plus social security etc. is $4.80 per hour or 8¢ per minute.

At 8¢ per minute, a low salary figure, the actual cost of a pharmacist, without any allowance for other overhead, is 60¢. There is not only no profit on this, but it assumes a pharmacist is kept busy all the time dispensing prescriptions. This is usually not the case. There are rush hours, but never constant dispensing every hour. In between the pharmacist often spends time on the other duties in the pharmacy.

Researched studies show that at present prices, allowing only the pro-rata overhead of the pharmacy for the actual time spent on prescriptions, pharmacies show a net profit, *before taxes*, on their prescription department of only 8%. This is too low.

Since a pharmacist now studies five years in a college of pharmacy, then has to serve an apprenticeship for practical experience, compensation at $4.80 per hour will soon be a thing of the past. In California the rate now is closer to $6 for a 40 hour week, with double pay for overtime and holidays.

Right now pharmacists are keeping prescription prices so low because of the other sales reducing overhead. Do you know that six out of every 10 prescriptions now being filled cost less than $3 to the patient, many for $2 or less and that only one prescription out of 65 filled in 1959 cost $10 or more?

Mr. Weiss is an expert on the merchandising aspects of business, including drug outlets. But, he overlooks this one important fact. The compounding or dispensing of any prescription is a professional duty requiring much knowledge, accuracy and responsibility. To the cost of the ingredients, plus the necessary profit on their sale, must be added a professional fee that will include time involved and compensation for the years of study needed. Every profession but pharmacy operates on a professional fee. Unless pharmacy does so soon, it cannot expect colleges to enroll enough students to study pharmacy. A minimum $200 per week salary will be their least compensation before five years passes. When this occurs every prescription will carry a professional fee of at least $2 for precompounded ingredients, more if compounding time is involved.

David R. Uran,
President, Ethical Drug Advertising Co., Pelham Manor, N. Y.

• • •

Outdoor Doesn't Stand a Chance Against Screaming Kids

To the Editor: I'm sure Mr. Gossage's attitude toward outdoor advertising (*Harper's Magazine* and your "Ad Field Has Higher Ethics" article Dec. 19) is neither sanctimonious nor an attempt to overprotect the public.

But I do differ with him in his thinking that people traveling our roads become a captive audience to the outdoor medium, one without vehicle for its advertising messages.

Must we class the beauty of nature, the kids in the back seat screaming for attention or the woman driver in the car ahead as being something other than competitive to billboards?

I don't think so.

R. F. MacLeish,
Manager, General Advertising, *Sentinel-Star*, Orlando, Fla.

Nielsen Station Index agrees with the national standard

When two separate measurements agree... and one is recognized as the standard of the broadcast industry... it speaks well for the other.

When measuring network program audiences, national Nielsen Station Index (NSI) consistently yields the same answers as Nielsen Television Index (NTI), the accepted national standard.

The facts relating to this comparison are startling. Ask for them. They will help you see why...

NSI *is the only validated source of station audience facts available today...*

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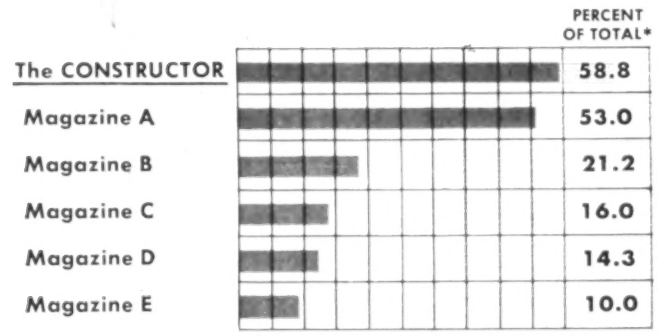

*More than one answer possible

The survey was conducted among the members of The Associated General Contractors of America — who annually perform the great majority of the nation's contract construction.

For a complete listing of the magazines (with actual names) in the construction field "read most regularly" and other important survey results, send for your *free* copy of the new 16-page booklet, "Management Readership Survey."

The CONSTRUCTOR

OFFICIAL PUBLICATION OF THE ASSOCIATED GENERAL CONTRACTORS OF AMERICA

20TH AND E STREETS, N.W. WASHINGTON 6, D.C. EXECUTIVE 3-2040

Helene Curtis Unit Names Cooper Marketing Coordinator

Charles Cooper

Helene Curtis Industries, Chicago, has promoted Charles Cooper from sales promotion manager of the beauty division to the division's marketing coordinator, in charge of sales promotion and merchandising. Mr. Cooper, who has been with the company seven years, will be succeeded by Howard Jacobson, who joined it in February, 1960. James D. Merrill, sales promotion assistant for the past three years, will be the division's advertising coordinator.

David I. Silverberg, with the company since March, has been named a brand manager in the beauty division. Altman-Stoller, New York, is the division's agency.

Papert, Koenig Names Two

Stuart Miller Jr., formerly account executive with Young & Rubicam on the Cheer account, has joined Papert, Koenig, Lois, New York, as account executive on Ronson appliances. Sam Scali, formerly an art director with Doyle Dane Bernbach Inc., has joined Papert as an art director.

Caldas Joins 'This Week'

Carl A. Caldas has been named manager of grocery products marketing of *This Week Magazine*, New York. Mr. Caldas, formerly with *The Saturday Evening Post*, succeeds Raymond Bailey, who resigned earlier last year to join J. Walter Thompson Co.

Cummins Adds J&J Unit

Johnson & Johnson, has appointed David Cummins & Associates, New Brunswick, N. J., to handle advertising for the dental division. L. W. Frohlich & Co. is the previous agency. Cummins already handles several other J&J accounts.

COMPETITOR—*Michigan Advertising Distributing Co., direct mailer, is not averse to using a competing medium—as it is in Detroit—with outdoor signs like this in strategic locations.*

Warne Asks 'Positive Approach' to Ad Ills to Halt Loss of Confidence

St. Louis, Jan. 3—"No prohibitions, however drastic, against false advertising can produce the full answer to our social need. The truth is not a residue left after falsehood has been eliminated; information does not necessarily fill the gap left when misinformation has been erased."

Thus Colston E. Warne, in a paper titled "The influence of ethical and social responsibilities on advertising and selling practices," called last week for a "more positive approach—not a prohibition, but a legally enforced responsibility, in the place of the outmoded and now socially destructive caveat emptor."

Mr. Warne is president of Consumers Union of the U. S. and professor of economics at Amherst College. He delivered his paper at a session of the American Economics Assn. He said all marketing is faced with a "crisis of confidence."

"Grounds do exist for giving heed to the advertisers in their judgment that a new dedication of the industry to the inclusion of social and ethical responsibilities is urgently required," he said.

■ "Unlike the advertisers, however, who propose once again in the 1960s an approach that has repeatedly fallen short during the past half century, I think the time has come to explore other possibilities, to seek for a closer fit to mid-20th century problems in the institutional framework designed to preserve a market environment capable of fostering free and rational consumer choice," he said.

Mr. Warne suggested that the burden of complete information and proof should rest with the advertiser and, in the case of non-branded goods, with the final seller instead of the consumer.

"Yet legally enforced responsibility is in itself no panacea for advertising's shortcomings. There is a critical need for information about consumer goods—information couched in a language mutually understood by buyer and seller. This legal approach must be supplemented by a basic federal inquiry into the whole field of consumer standards of identity, safety, performance and overall standards of quality."

■ Mr. Warne commented that advertising has been "recognized as a market practice peculiarly susceptible to some of the least admirable human traits," and pointed to the ad business' repeated belaboring of itself in behalf of "truth in advertising."

Many offenders, he said, "have not been the familiar outcasts on the unethical fringes of business. Instead many leading sales and advertising organizations have been directly involved, not a few of which have long paid lip service to business ethics.

"The present situation may, I believe, be fairly evaluated as a crisis of confidence in almost the whole range of marketing practices."

Mr. Warne said the most noteworthy criticisms center around (1) deceptive designations of quality, (2) fictitious pricing, (3) deceptive packaging, (4) built-in obsolescence and (5) the "oppressive volume" of questionable ad standards.

He took particular aim at child exploiters.

■ "The ethical responsibilities of advertising would seem to dictate especial care in those media designed to reach and influence children. Yet, for a nation which yields to none in its concern for the welfare of its youth, the patience we have exhibited over the years in the face of mounting commercial exploitation of the child is truly remarkable."

If much of today's advertising is "blatant, materialistic and distorted," the problem is not to teach admen the necessity for a "social goal," Mr. Warne declared.

"It is rather that of tackling specific abuses which have grown up, to the end that the industry will in the future have higher ethical standards," he said. #

Weatherproof to Biddle

Biddle Co., Bloomington, Ill., has been named by Weatherproof Co., Litchfield, Ill., as its agency for national advertising and sales promotion, succeeding Marcus Advertising, Cleveland. Harold Horowitz, Weatherproof president, said that the major reason for the change was distance and that the parting after a 14-year relationship was amicable. Weatherproof manufactures aluminum combination storm doors, windows and aluminum siding.

THE S.E.P. SHORT COURSE

R.B.I.

Red Blooded Image. The hairy-chest school of advertising. Not to be confused with the Robinhood's Barn Image, or the subtle approach.

A.P.X.

Ad Page Exposure—the first and only media measure that shows how many opportunities your own researched-written-ripping ad page has to get your image across. What do you care how many people look at movie-star Rock Pebble in an issue . . . unless he's in your ad?

You can get the text on APX from The Saturday Evening Post

BACON KNOWS *MAGAZINES!*

We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines — a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the **complete** service for magazines. Best coverage, fastest service, highest accuracy.

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BRIGHTEN YOUR SALES PICTURE WITH

HAMMERMILL OPAQUE

Crisp and clean as mountain air, bright-white Hammermill Opaque compliments every detail in your illustrations. It contrasts beautifully with either color or black and white. But is it opaque? Just turn the page and see.

YES, HAMMERMILL OPAQUE IS OPAQUE

You can print both sides. This extra opacity often means you can use a lighter weight, with savings in postage and the paper itself. Three easy-to-print finishes: Pearl, English and Vellum. This insert reproduced by offset on Hammermill Opaque, substance 70, Vellum finish. Press speed 3000 per hour, press size 42 x 58, sheet size 39 x 57, deep etch plates.

Hammermill Paper Company, Erie, Pennsylvania

IMAGE—*New car "card" advertising has been introduced experimentally in Toronto subways. Developed by Pilkington Glass Ltd. and the Toronto office of its agency, Cockfield, Brown & Co., they are mounted beside car doors and promote Thermopane insulating windows. Message is etched into the glass. A "hooker" mentions mirrors.*

For Mid-America Advertisers . . .

BUY **This Day**

The COLORful family magazine of The Lutheran Church -Missouri Synod.

GREATER ACCEPTANCE

This Day is read thoroughly and with believability and confidence. Surveys reveal that 52.2% of the subscribers spend 2 to 3 hours reading This Day!

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Full page only $360 (12 ti. rate)

COLOR IMPACT

Print in four colors . . . full range! Beautiful, full-color illustrated editorial content. Published monthly.

This Day Concordia Publishing House
3558 S. Jefferson Avenue
St. Louis 18, Missouri

FCC Leases Empire State Bldg., Antenna for UHF TV Test

WASHINGTON, Jan. 3—The Federal Communications Commission last week closed a deal to rent floor and antenna space in the Empire State Bldg. for the commission's uhf tv test in New York.

The FCC has leased space on the 80th floor of the building. The contract is near $93,600 a year, about the same price as the seven commercial tv stations which broadcast from the building pay for antenna and floor space.

Congress earmarked $2,000,000 for the experiment when it approved FCC's budget earlier last year. The commission hopes to have its uhf test station on the air by September. The test is supposed to determine whether uhf channels can be used for tv service in "cavern" cities, where there are physical obstructions to broadcast signals. #

Kraft Agency, Publisher Accede to FTC Requests

Edwin A. Kraft Advertising Agency and Alaska Life Publishing Co., Los Angeles, have entered into agreements with the Federal Trade Commission, forbidding them to represent that the booklet, "Alaska Life," provides information about business opportunities and possible job openings in Alaska unobtainable from any other source.

In addition, the agency must not claim opportunities are available to obtain homesteads without paying money or otherwise misrepresent conditions there.

Howe Sound Sets $100,000 Institutional Campaign

Howe Sound Co., New York, metals, manufacturing and mining company, will launch a new institutional ad program this month. Running through July, the $100,000 campaign calls for two-color ads in *Business Week* and *Fortune* and the same series in b&w in *The Wall Street Journal*.

Agency for Howe is Arndt, Preston, Chapin, Lamb & Keen, Philadelphia.

Conti Adds Two Accounts

Union Canvas Products Co., Wood-Ridge, N. J., maker of custom canvas products and inflated Sheltair structures, has named Conti Advertising Agency, Ridgewood, N. J., to handle its advertising and promotion. Conti also has been named to direct advertising for Ceramics International Corp., Mahwah, N. J., manufacturer of fabrications for the electronics industry.

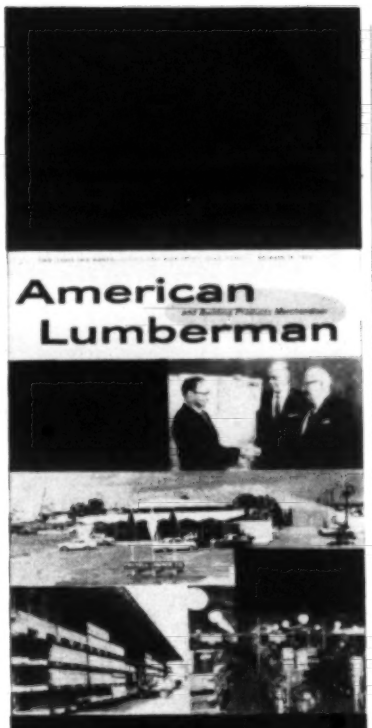
INSIDE SOLID CINCINNATI:

"I guess it's another of those Cincinnati Enquirer families . . . you know, with $600 a year more to spend than the average Cincinnati family."

. . . . . SOLID CINCINNATI READS THE CINCINNATI ENQUIRER

Daily Enquirer families *make* more, *need* more, *spend* more. You're *in solid* with them when you advertise in their newspaper . . . the Cincinnati Daily Enquirer. For more facts on the *market-that-matters* in Cincinnati, write the Cincinnati Enquirer for the latest Top Ten Brands survey.

Represented by Moloney, Regan & Schmitt, Inc.



Women Get Dim View of Ads, but They Decry More Regulation, AA Finds

(Continued from Page 1)

years in connection with its consumer research activities.

Here's how questions and answers went:

Q. During the last 30 days or so, have you heard anyone question the ethics of advertising people by declaring that some (or much) of current advertising is mi-leading?

A. 33 women said yes; 24 said no; 1 made no reply.

Q. Have you yourself felt on recent occasions that some (or much) of current advertising is misleading?

A. 47 said yes; 10 said no; 1 had no answer.

Q. Do you feel that the advertising of retailers and other businesses in your own community is more misleading or less misleading than is the advertising of big national corporations appearing largely in magazines and on tv and radio?

A. 8 said more misleading; 43 less misleading; 4 were undecided; 3 gave no answer.

Q. Do you ever hear criticism of cigaret advertising?

A. 43 said yes; 13 no; 2 no answer.

Q. Do you ever hear criticism of the advertising of soaps and cleaners?

A. 36 said yes; 20 no; 2 no answer.

Q. Do you ever hear criticism of the advertising of drugs?

A. 42 yes; 14 no; 2 no answer.

Q. Do you ever hear criticism of the advertising of cosmetics?

A. 35 yes; 20 no; 3 no response.

Finally, the women were asked: During recent months, certain legislators, columnists and others have proposed that advertising be more closely supervised and regulated by the federal government. How do you feel about this?

Thirty women thought present government regulation was adequate; 21 favored more government supervision; four believed there was too much government regulation now; two made no reply; and one gave "maybe" as her answer.

■ "I believe with all my heart," added one woman, "that the advertising media certainly have enough intelligence to form their own board of control. Why shouldn't they control their own business and save us from one more step toward socialism in government? Are these successful admen children who must be spanked?"

Another, who thought present government regulation was adequate, commented:

"I think the government is doing a good conscientious job of watching both advertising and the food and drug industries. We must not allow our 'watchdogs' to be curtailed. The good, intelligent advertisers will not suffer from supervision, and the less scrupulous ones *must* be controlled. I do notice, however, quite a 'time-lag' between the *reproof* of the bad advertisers and the *correction* of their faults."

A third, who said there was too much government regulation, added:

"The advertising profession (in the sense that prostitutes are professionals) should clean house itself. Surely there are enough honest men in advertising to do this. More specially, it is the client, not the adman, who is at fault. His constant threat of 'switching' to a real live agency causes admen to deviate from truth. . . ."

And a fourth woman, who indicated present government regulation was adequate, appended the comment: "As my husband is with an advertising agency, I naturally hear little criticism of the industry."

■ Here are some comments offered in connection with the question whether the woman herself felt some current advertising was misleading:

"The outstanding one now on tv, I think, is 'which stack of clothes is whiter?' Every woman knows bleach added to *any* clothes cleaner would do the same thing."

• "Regimen reducing tablets with their 'up to' weight losses and their promise that there is no dieting involved; Dial soap promising that one shower lasts through a day of drudgery and an evening of hilarity; Kent cigarets claiming that 'more educators' smoke them —how do they know?"

• "Numerous soaps and detergents, cigarets; Comet cleanser does not take off all those miserable stains; Blue Cheer is not all they say."

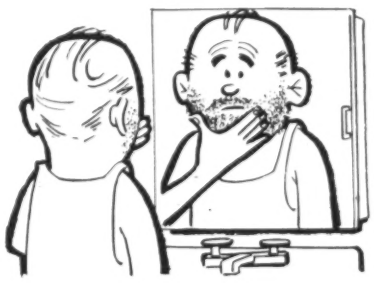
■ Among criticisms of cigaret, soap, drug and cosmetic advertising were such comments as:

"[Cigaret] claims are ridiculous." "Helena Rubinstein's [hair coloring] does not last through five shampoos; in fact, hardly through one."

"Preparation H and Rolaids tv advertising is nauseating . . . Heaven help anyone who would have to eat off dishes washed the way they do on tv . . . I am tired of seeing water poured on tissues and some child blowing on them. The same goes for people rubbing toilet tissues on their face to show how soft it is."

"Ridiculous claims are made by manufacturers of cosmetics." "Take the labels off and they all do the same thing." "Cleaners never could be as perfect as some ads give credit. When strong enough to clean the woodwork, as they say, the paint would come off, too."

"It is my impression that drug advertising has improved recently (I don't seem to see that handkerchief with the holes burned by stomach acid any more). But we still hear comments about the 'poor taste' of references to bodily functions. 'Nervous perspiration'; 'Adult male glands'; 'One shower with Dial lasts all day'; these are misleading and vulgar. They *repel* buyers, I believe." #



WAVE-TV viewers have
28.8% more HEAVY BEARDS

—and they buy 28.8% more of your (or your competitors') shaving products, too!

That's because WAVE-TV has 28 8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE

NBC SPOT SALES, National Representatives

Newspaper Ad Execs Offer Fellowship to Ad Teacher

A $2,500 stipend for 8 weeks of advertising work or observation on any newspaper will be offered again in 1961 to a teacher of advertising by the Newspaper Advertising Executives Assn. The organization has decided to offer only one fellowship in a year, contrasting with previous practices, which had allowed 39 educators to participate in the summer "refresher" program since 1947.

As in the past, the winner will be chosen from department heads, professors and teachers of advertising courses in journalism schools accredited by the American Council on Education for Journalism. In Canada, Canadian accreditation will apply. Information may be obtained from William F. Sykes, *Oklahoma City Oklahoman* and *Times*. Applications must be submitted prior to Jan. 15.

Ted Bates Names Four

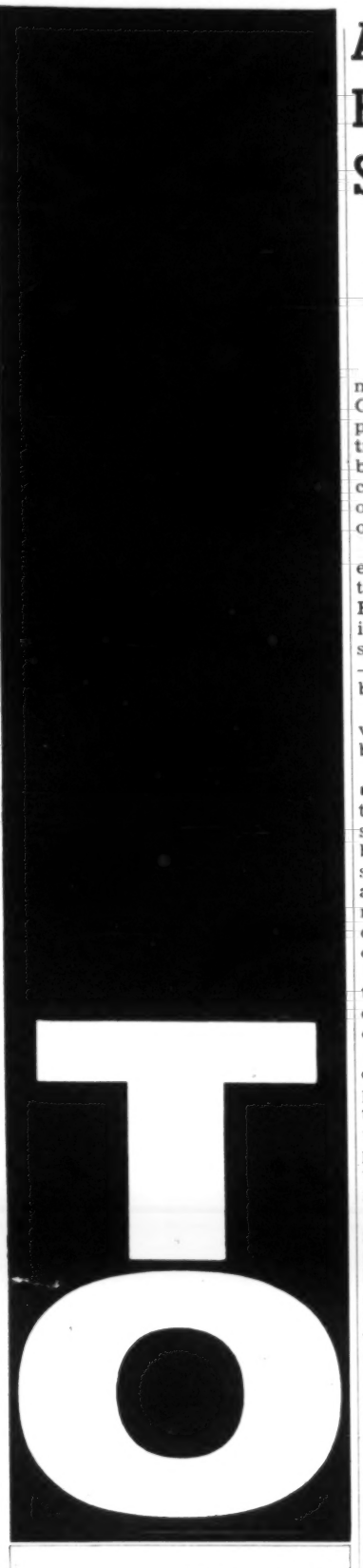
Ted Bates & Co., New York, has promoted Robert P. Engelke from assistant vp to vp and associate media director. Bates also has named C. L. MacNelly Jr., senior vp and a director, to direct the toilet articles brands handled by the agency for the Colgate-Palmolive account. Dale Armstrong, formerly a public relations consultant, joined Bates Jan. 3 in an executive capacity in its publicity and pr department. William K. Foster, account executive, has been elected an assistant vp.

Kirk & Nice, Oldest Funeral Home, Plans Anniversary Ads

Kirk & Nice, Philadelphia, believed to be the first funeral home in the U.S., is planning a newspaper and radio campaign to mark its coming 200th anniversary. It will use a "Profiles in History" series over WFLN, am and fm radio station, and a series of ads in Philadelphia dailies and selected community newspapers. Ball Associates, Philadelphia, is the agency.

Palm & Patterson Adds 1

Weldon Tool Co., Cleveland, has named Palm & Patterson its advertising and pr agency. The company makes end mills, end mill holders, sharpening fixtures and aircraft pumps.



Building Materials MERCHANDISER
formerly American Lumberman

What's Ahead for Dealers, Wholesalers

COMPLETE IN THIS ISSUE. Digest of current success formulas which foretell the trends in lumber, building products and hardware distribution.

Ads in Dailies Helped Sell VW Stock to Germans

Drive Climaxed Effort to Denationalize Auto; Reverse 'Means Test' Used

By Hazel Guild

HAMBURG, Jan. 3—One of the most successful stock sales in West Germany has just been accomplished, using newspaper advertising. And in the eyes of German banks and of the ad industry, this campaign opens a whole new field of potential buyers for stocks and other "luxury" items.

With the return to private ownership of Europe's largest auto factory, the Volkswagen Works, the Bonn government is offering lower income groups a total of 3,600,000 shares of stock—representing 60% —in one of the country's most booming businesses.

While the shares have a nominal value of 100 DM ($23), they are being sold at $83.30.

■ The newspaper campaign, under the aegis of the advertising division of the Deutsche Bank in Hamburg, has produced astounding results. The bank invested only about $125,000 in a series of two newspaper ads in 100 top German dailies, each with a readership of over 40,000.

The first ad appeared in each of these papers around the beginning of October, the second around the end of November.

It featured a "letter to the reader" from the minister of federal properties, who advised him enthusiastically to become a Volkswagen shareholder, and an explanation of the difference between the par value and the actual selling price.

According to bank officials, the results have been so excellent that probably no further campaign will be required. The ads told who could buy the stock, and how, and informed the readers about Volkswagen's success—a fact well known to every German.

In addition, a smaller amount was invested by Deutsche Bank in a prospectus and cardboard posters, the former given out free and the latter displayed on counters in banks throughout West Germany.

■ The campaign was tremendously aided, of course, by the fact that the denationalization of the company, and the sale of stock was Page 1 news in every German newspaper.

To date, there have been about 1,300,000 orders for stock, with more coming in daily. It's expected that 2,000,000 shares will be bought, for a total investment of about $238,000,000.

The sale of stock is restricted to lower income groups. It has been revealed that more than half of the buyers are women—generally considered to be less aware of Germany's economic development, and generally not considered the controllers of the purse strings, as women are in America. Also, many of the potential stock buyers are pensioned retired workers.

The stock sale is part of West Germany's program to encourage more widespread shareholding in the company, and it's expected that the denationalization of Volkswagen will be an added political triumph for West Germany's Chancellor Konrad Adenauer, who comes up for reelection in 1961. The denationalization ended 23 years of state ownership of the company.

■ To buy a share of stock, a single person must earn not over $1,900 a year, and a married person's income must not exceed $3,800.

Foreign buyers must reside in West Germany and are restricted by the same income levels. An individual buyer is permitted a maximum of five shares.

Each of the 60,000 Volkswagen employes in West Germany will be allowed a bonus to buy stock in his company, nearly enough for one share. And under a complicated system, people in the lower income groups will get special "social rebates" of up to 25% of the purchase price.

Shares can be bought on an instalment basis, with payments spread over as many as 18 months.

Shares must be held for two years before they can be resold—and it's expected that the speculators will bid high for the stock. However, voting rights will be restricted to prevent block voting, and keep the power in the hands of the "little men."

■ Stock being sold represents 60% of the company—the other 40% is split equally between the federal government at Bonn and the State of Lower Saxony, where the plant, headquartered at Wolfsburg, is located.

Half of the proceeds from the stock are being put into a foundation to promote science and research, and the other half—about $125,000,000—is earmarked for foreign aid.

The company has just recently released its 4,000,000th vehicle, with a daily output of about 4,000.

Another boost was given by the announcement that the company is coming out with a "luxury model"—priced at from $1,200 to $1,500, and providing more space and comfort for the German population. Just when the new car will come out is not known, however.

Also, it's expected that the stock will offer an annual dividend of 12% on the par value, making it a profitable security here. #

NEW FORMAT—*Argosy, effective with its January issue, gets a face-lifting via a new cover format and higher newsstand price. The new version (left), called "The New Golden Argosy," will sell for 50¢ at newsstands, as compared with 35¢ for the old version.*

Borklund Named Publisher

C. W. Borklund, editor, has been named editor and publisher of American Aviation Publications' *Armed Forces Management*. He succeeds E. D. Muhlfield, who has been publisher of both *Armed Forces Management* and *Missiles & Rockets*. Mr. Muhlfield will now devote full time to *Missiles & Rockets*.

Ad Clinic #21

(a transparent device to get you to read this Sheraton ad)

by Topp O.D. Tish

Avoid reaching for effect

Use of the vernacular is usually unspectacular, particularly when it is dated. This phrase went out with "Babbitt."

Could this headline possibly refer to fast reservations?

This time you're absolutely right, Topp. What our writer was trying to say is that Sheraton can reserve a room for you practically anywhere in 4 seconds via RESERVATRON, Sheraton's exclusive electronic miracle that links 56 Sheraton Hotels. We also wanted to get across the idea that this is a free service. Out of gratitude, we're offering you (and anyone else who wants it) a free 104-page Sheraton booklet designed to fill you in on Sheraton and, strictly as an afterthought, to help us check the pull of this ad. Write: **Sheraton Corp., Ad Age Ad #21, 470 Atlantic Ave., Boston, Massachusetts.**

American Lumberman has become Building Materials MERCHANDISER in name as well as fact... pointedly reflecting the transition of progressive dealers into building materials merchandisers... further pinpointing this new market it helped to create

To discover the full impact of this new market, check with your BUILDING MATERIALS MERCHANDISER district manager.

Building Materials MERCHANDISER
formerly American Lumberman

VANCE PUBLISHING CORP.
59 East Monroe Street
Chicago 3, Illinois

what is today's no. 1 service magazine?

all these service features
appear in January Family Circle

Homemakers

know the answer

Ask the homemakers who buy your products about media. Chances are they know nothing about circulation figures, advertising pages or revenue gains. They judge media by a simple criterion: "Which magazine helps me most in my job?" Family Circle is No. 1 in service editorial, with three-quarters of the contents devoted to service features. That's a much higher portion of service than found in magazines usually associated with the term. *Service* is the big reason homemakers in ever-increasing numbers are turning to Family Circle! *December circulation reached an all-time high of 6,700,000*.*

*Publisher's Estimate

If homemakers are your best market, your basic medium is FAMILY CIRCLE...

FOR HOMEMAKERS ONLY

See page 102

Advertising Age

Feature Section

CM Draws A Bead on Ryerson

Urge Single TV Rating Service

Bedell Spots Inept Auto Ad

Woolf Describes Dream Copywriter

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Revolution in 'Chain Store' Authority . . .

Managers of 2,000 Chain Super-Stores Seen Emerging As Individual Super-Forces in Marketing

An exciting new concept of a lessening of the power and influence of chain store headquarters, and a corresponding rise in the importance of individual chain store management personnel (including the management of department store branches) is outlined in a new study, "Marketing's New Target: 2,000 Store Managers," to be released later this month by Doyle Dane Bernbach advertising agency. The study was written by E. B. Weiss, DDB vp and director of special merchandising service, and contains major implications for marketing and advertising men. What appears here is excerpted from the complete study, with permission. Single copies of the complete study may be secured by requesting them from DDB, 20 W. 43rd St., New York 36.

By E. B. Weiss, Vice-President and Director of Special Merchandising Service, Doyle Dane Bernbach Inc., New York.

Foreword

Some 400 giant retailers now control roughly 60% of total retail volume in the major merchandise classifications they stock. And, in some of these merchandise categories, these 400 retailers account for at least 75% of total retail volume. Moreover, the classifications in which they have achieved a position of volume dominance are constantly expanding—both through inventory diversification in new one-stop store units and through acquisition by merger, etc., of unrelated store types.

Some 100 giant retailers now control roughly 40% of total retail volume in the major merchandise classifications they stock. In a few categories, these 100 giant retailers account for 50% to 60% of total retail. (Sears, Ward, Penney and a dozen more giant department store groups and chains probably account for over 50% of total retail in some fashion-soft goods classifications!) And here, too, the classifications in which these 100 retail giants have a position approaching volume dominance are constantly expanding.

■ What is more, both the 400 giant retailers and the 100 super-colossal retailers are becoming the dominant factors in a multiplying number of the very merchandise classifications in which national advertising by manufacturers is strongest. Among our million-dollar-and-over advertisers, there are very few who can achieve the required retail exposure for their advertised brands without adequate representation in the outlets of our 100 or 400 giant retailers.

■ This is a startling picture of concentration of distribution at retail. But the degree of concentration of retail volume becomes still more striking when it is understood that, *within* these large retail organizations, volume is now in process of being compressed into *fewer* store units.

More and more of our chains right now account for 50% of their total volume in 25% of their store units. More and more of our chains will, within a few years, account for 75% of their total volume in 25% of their store units.

And the time is not far distant when many—if not most—of our chains will account for from 25% to 50% of their total volume in from 10% to 15% of their store units!

■ Let's express that last equation in another way:

Within a decade—perhaps sooner—some 2,000 store units of our giant retailers will turn in from 25% to 50% of the total volume of these retail organizations. Just 2,000 store units—that's all!

And those 2,000 store units will, in turn, account for a substantial percentage of the *total* volume done on most of our nationally advertised brands!

On some brands, in some classifications, these 2,000 store units will, within the next decade, move as much as 30% of the total volume. From there, the figure will range down to perhaps 15% or 20% of total individual brand volume—still a remarkable degree of distribution concentration in a nation as huge as ours. And, of course, on some brands, these 2,000 giant stores will account for from 75% to 100% of total volume, as is the case right now.

■ These 2,000 store units (the figure is, obviously, a fairly arbitrary one—the range could be anywhere from 1,500 to 2,500 depending on the measurement formula one uses and the types of retail organizations included) are, of course, the giant one-stop store units to which every major chain is firmly committed. Included, also, are the new giant branches of the department stores.

Every one of these 2,000 giant stores is, or will be, a department store.

■ Most of them will have a larger selling area and a more diversified inventory than at least 700 of the 1,000 downtown stores of our traditional department stores. They will be the last word in store architecture, store layout and fixturing, and, we should add, in store location; none of which may be said with respect to at least 700 downtown department stores.

E. B. Weiss

New Marketing Target: 2,000 Giant Store Managers

Now it is a fact that for many years, those 1,000 traditional department stores represented *major* distribution for innumerable nationally advertised brands. Similarly, the 2,000 store units to which we refer will represent *major* distribution for *even more* nationally-advertised brands—because included among those 2,000 store units will be giant food supers, giant variety stores, giant drug stores, giant discount chain units, etc.

All this is of great importance to those responsible for marketing advertised brands. But even more important is the fact that the managers of these 2,000 store units will represent—and right now represent—a new opportunity and a new problem in the marketing of many, if not most, nationally-advertised brands.

The managers of the new giant one-stop store units of the various chains—and the managers of the giant new branches of department stores—are a new breed of retailer; a new breed of retail executive. They bear no more resemblance in authority or function to the traditional chain store manager than their store units bear to the original tiny stores of the chains or to the undersized branches originally opened by department stores.

And what little resemblance still exists will be eroded by time and by deliberate policy.

These 2,000 store managers will exercise a high degree of autonomy over a minimum *of $15 billions* of retail volume—the *choicest kind* of retail volume!

■ Clearly, store units with an annual turnover of $2,000,000 to $20,000,000 (and more) cannot be run efficiently by remote control. Indeed, it has become apparent to chain stores (and to department stores, too) that even small store units do not operate at high efficiency when they are rigidly controlled by headquarters—even in the smaller store units of most chains the store manager now has vastly more authority than he had a decade ago and so has the district or regional supervisor.

But in their newest and largest store units, both the chains and the traditional department stores consider the manager of these units to be a high type of retail merchandising-management executive. Total compensation for these store managers may run from $20,000 to $60,000 and higher.

That sort of income is not paid to automatons!

■ Here, then, is a comparatively new figure firmly implanted on the distribution scene—the manager (and his staff) of the giant new one-stop units of the various chains and of the vastly enlarged newest branches of department stores.

But how many manufacturers, in their marketing programs, include special and specific planning for managers (and their staffs) of these 2,000 giant store units and for these giant stores themselves—special and specific planning geared to the present-day and tomorrow's autonomy of the executive personnel of these stores?

■ How many manufacturers even have compiled a list of the names of these store managers? How many manufacturers have a clear-cut channel of communication to these store managers and their staffs—and a clear-cut concept of what to communicate?

So far as many, and maybe most man-

ufacturers are concerned, this rise to dominance of some 2,000 store units of chain and department stores with a powerful trend in this direction continuing and the rise to a remarkable degree of the power of the managers and staffs of these units, with a still more powerful trend in this direction continuing but not being adequately reflected in the total marketing program.

Too much emphasis, too much selling effort by manufacturers is still almost exclusively directed at chains and department store headquarters. The assumption must be made that the other major factor, the store manager and his staff, can be "managed" from headquarters.

The opposite may be true. The store manager and his staff may be the most important factor in the giant store unit's success.

Insofar as the giant store unit or branch is concerned, store cooperation must be won at the store level. It can't be successfully "legislated" from headquarters.

In essence, these store managers must be considered independent merchants. While that may not be wholly warranted, manufacturers might do better to err in this calculation than to continue to under-estimate the role of the new retail executive and the role of his staff.

Why Managers of One-Stop Units Must Have More Autonomy

• **1**—Huge [illegible] with an annual [illegible] from [illegible] $2,000,000 to $20,000,000 and more, must be staffed by executive ability and with authority right on the spot.

• **2**—Organization red tape—with which most chains and department stores are fearfully burdened—will cause giant store units to flounder. Only a competent executive can cut red tape—and only a competent executive, having cut himself off from red tape, can function efficiently largely on his own.

• **3**—The net profit record of many, and maybe most, of the giant store units opened by chains and department stores has been unsatisfactory. It is now taken for granted that it will require two to three years for a new giant unit to be put on a profitmaking basis. Most giant store units opened in 1959-1960 by chains and department stores even failed to achieve planned figures in the first year or two of operation! This rather dismal profit and volume performance of the very giant store units on which competitive necessity is compelling most mass retailers to concentrate, leaves little choice other than to give the store manager both larger executive powers and a more effective executive staff.

• **4**—The competition between giant store units of chains and department stores, as already indicated, is becoming intensified. Day-by-day competitive maneuvers are a vital necessity. Time is of the essence (as well as talent) and distance to headquarters is the great creator of time drag.

• **5**—To date, the one-stop outlet of most chains, and only to a lesser extent of department store branches, has been more one-stop in *inventory* than in *customer buying habits*. One of the supermarket chains, for example, found that in its giant store units only a tiny percentage of the daily traffic ever covered more than a minor percentage of the total aisles. With more and more one-stop units, the problem of getting shoppers to shop more of the aisles, more frequently, is becoming acute. This calls for competent local personnel plus local autonomy.

• **6**—Per-square-foot volume in many of the newer giant one-stop units (with the exception of the giant units of the discount chains) is poor. This situation [illegible] at inadequate average tickets [illegible] be improved if the giant [illegible] to contribute a giant [illegible] it. Headquarter control proves [illegible] "But it could do we [illegible] figures in the [illegible] but the record is [illegible] doubt that this performance could be corrected by good sales executive talent on the spot.

• **7**—The number of families per giant one-stop outlet is clearly on a rapid decline. A larger traffic count under these circumstances is probably impossible to achieve unless a giant store is operated by local executive talent. And a larger traffic count is a desperate necessity for these giant stores.

• **8**—Giant store units tend to show a shocking increase in non-selling area. And selling areas show a discouraging waste of space. A competent executive operating on the spot can shrivel non-selling area and shrink wasted selling areas. An automaton responding to strings pulled by home office personnel will never be able successfully to tackle this serious burden.

• **9**—In huge store units the problem of out-of-stock, of under-stock, of unbalanced inventory is obviously much more serious than in a small store. The larger the inventory in a store, the more difficult it is to achieve effective inventory control, especially when this control is attempted from distant headquarters.

• **10**—Headquarter control inevitably leads to stores with all of the floor excitement of a law library. Big store units simply must live and breathe merchandising-promotion *excitement*. There is a distinct trend among the newer types of retailers to put fun as well as promotional excitement back into shopping—and they can do this because their managers have considerable authority. Headquarter control tends to lead to the lackadaisical.

• **11**—Most of the new giant store units boast of larger fashion departments. Sears, Penney, Ward, the variety chains—even the food chains—are stepping up their fashion inventories rapidly. Fashion not only continues to have local overtones and undertones; but fashion moves too rapidly to permit a cumbersome headquarter organization to keep step. Moreover, the traditional chains seldom have a really competent headquarter staff for fashion lines. Even the highly successful discount chains have, in some instances, been badly burnt in their initial fashion programs. Big fashion departments in big stores demand big executive talent on the spot.

• **12**—Competitive changes at the local level can be not only sudden—but of sizable proportions. For example, when the manager of a giant variety chain unit suddenly discovers that a discount chain will shortly be opening a 150,000 square-foot unit, and that the local department store branch is about to double its selling floor area—he can't sit on his hands and wait until headquarters tells him how to react to this new competition.

• **13**—The heart and soul of mass retailing, for at least three decades, was store location, plus a standardized store and a standardized operating procedure. Local personnel did not constitute a major factor. But today, among the newer giant store units, most of them similar in location, in architecture, in inventory and even in services, the competition becomes a competition for local executive personnel. The Ike and Mike similarities of most giant store units cannot be changed by Ike and Mike store managers!

• **14**—For years, the local competition of most chains [illegible] of (1) independents who moved faster than did the chain and (2) other chain units that moved as slowly as did their chain competitor. Today, not only are the successful independents giving more vigorous competition—but the newer chain competition, particularly the competition of the great discount chains of all types, is exceedingly sharp, fast-moving, vigorous. The discount chains tend to give much more management leeway to their store managers than do most of the traditional chains—and what the traditional chains are really now engaged in doing is moving up the executive responsibility and authority of the store managers of their giant units to a level that matches that accorded the managers of the big units of the discount chains. (Of course, the big discount chains tend to have considerably smaller headquarter staffs than do most of the traditional chains.)

• **15**—It has always been true in retailing that a major percentage of total volume comes from a minor percentage of total inventory. For years it has been said of the main store of department stores that 70% of total volume comes from 30% of the inventory. Obviously, the figures could never and will never achieve a 50-50 balance. But in too many giant stores of the chains (and in too many big new branch units of department stores) the inventory-to-sales picture, in this particular respect, is *even more* dismal than the traditional state of affairs. What this means, of course, is that too often the giant store unit does not have what the customers want—that is, what the customers want in type of merchandise, in price, at the right time. That situation can be improved only by competent executive talent right in the store.

• **16**—Giant store units demand *merchants*, at the store level—highly competent merchants who can merchandise with all of the flair, all of the talent, all of the imagineering that was true of some of the founding fathers of mass retailing. Now admittedly there is never much executive talent of the Wanamaker, Sears, Woolworth caliber available for plucking as required. But it is also true that small-store talent, willing to function as puppets to headquarters, cannot successfully operate giant stores. These giant stores need imagineering executives.

• **17**—It is a bit difficult to believe, but it happens to be quite true, that in some chains, for some years, store housekeeping was considered the vital function of the store manager! The regular store check by the supervisor stressed housekeeping . . . In more recent years, most chains have at least *drifted* away from these rating trivialities. Rating systems have been changed so as better to discover and develop managers who create new ideas, new techniques, new methods. But in the giant store units, there is now a growing recognition that this is not enough—that giant stores must have managers *willing and able* to throw away the book and create one of their own.

• **18**—Mass retailing had lost most of its flexibility. That was not a critical weakness—until two things happened: A—the discount chains opened huge stores with managers capable of, and willing to, move rapidly. B—the giant store units of all mass retailers began to compete with each other, rather than with small independents. Now mass retailing, particularly in its giant store units, *is seeking to recapture flexibility at the local level*. It is clear that this can be achieved only by giving the local store manager autonomy, and giving him the staff needed to function as a store that is primarily autonomous.

■ Giant store units must have shortened lines of communication—lines of communication that are essentially no longer than required to reach from the desk of the store manager into every nook and cranny of the store. *This is the great new trend in mass retailing.*

The Executive Domain of the One-Stop Store Manager

A top chain-store executive, talking about his strongest competition among the independents, declared:

"Our strongest independent rivals have the tactical advantages that are inherent in a competent store owner being able to tailor his store to the many unique local needs of his customers, to build his own employe team (especially his executive associates) in tune with these customer requirements—and to keep a firm hand personally over expense control. These plusses tend to balance out both the advantages of our corporate size and any advantages we may have in superior strategic planning. What we must work out is a program that will retain for us the advantages of size, while giving us the advantages of local flexibility and local control that are the hallmark of the successful independent."

One of the largest chains in the nation has for years planned in this very direction. We refer to Sears, and in particular to the Sears chain of retail stores.

Here is a retail store empire that by 1963 may be achieving a store volume of close to $5 billion. That volume will be done through some 700 retail stores—perhaps nearer 750. Aside from the A & P, this will very likely continue to be, in 1963, as it is today—the chain with the largest dollar volume (not including its mail-order volume).

And the managers of these Sears stores will continue to exercise, as they have been wisely privileged to exercise for years, a remarkable degree of autonomy. This will be especially true of the managers of the huge Sears "A" stores; stores which are true department stores and exceeded in physical size by no more than perhaps 15% of the traditional department stores in the nation.

Sears Gives Managers Wide Operational Latitude

For years, Sears store managers could not be compelled by a central Sears buyer to stock anything; the Sears store manager determines his own inventory, following only broad guide lines laid down by headquarters and operating within the Chicago-approved list of items

Your Buying Guide

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

ERICH MARIA REMARQUE's first novel in years in the classic vein of "All Quiet on the Western Front" is "Heaven Has No Favorites." In February and March Good Housekeeping.

SPLIT-LEVEL TRAP by Dr. Richard E. Gordon, Katherine Gordon and Max Gunther. Long-awaited sociological study of the stresses and tensions of the new suburbs. Appearing in January as one of four great books condensed before publication. The others . . .

FDR—THE FINAL HOURS. Important revelations of the last days of Franklin Delano Roosevelt and the era he typified. A human and historically significant condensation from "When FDR Died," by Bernard Asbell. In April Good Housekeeping.

EVAN HUNTER's most important work since "Blackboard Jungle" and "Strangers When We Meet," "Mothers and Daughters" is four books in one volume, of which Good Housekeeping will condense Book I, "Amanda," in May.

FIRSTEST WITH THE MOSTEST
1961 GOOD HOUSEKEEPING

(although under some circumstances there are exceptions even to this last qualification). Sears store managers may —and do—adjust prices to meet local competition. They have wide latitude in building up their own store organization. They have wide latitude in determining promotions.

They have even wider latitude with respect to special events, especially special events of a local nature—in some instances, Sears store managers have engaged in special joint programs with other chain competitors. They have almost total freedom with respect to civic activities. And they even have considerable latitude with respect to offering various credit services.

It is interesting to note that while for many years Sears operated under decentralized store control, Ward's operated with a high degree of centralized control. While other factors clearly played a role in the greater progress of the Sears stores as compared with Ward stores, there was little doubt that the Sears policy of decentralization of authority gave Sears stores a competitive advantage over Ward stores.

Others Catch On

For a long time, most other chains failed to comprehend the contribution to Sears success that should be attributed to the degree of autonomy permitted its store managers. Even department stores, when they opened their early branches shortly after the end of World War II, gave little heed to the Sears policy. The managers of the early department store branches were, more often than otherwise, simply glorified clerks.

But in more recent years, consciously or subconsciously, many giant retailers have begun to adapt Sears policies to their own peculiar requirements. Even the Sears policy of controlled brands is now being studied by many giant retailers (Sears accounts for probably over 90% of its total volume with its own brands).

It is also being noted by other chains that Ward has been giving its store managers, especially the managers of its huge new store units, much broader areas of store authority.

■ Penney has followed this concept of store manager autonomy from the very beginning. It was probably the first chain to do so. In the entire Penney operation, the store manager is the key man. He is correctly described as a "partner" in the store. The store manager hires and trains his help. He decides what to do about advertising and local events and local causes. He orders most (but not all) of his merchandise from lists and samples sent him by headquarters—but he is not required to accept anything he thinks unsuited to his climate or to his customers' tastes.

What is more, he can choose which central office promotion and advertising programs best fit his requirements. He can even make his own decision with regard to local advertising media. His paper work represents a minimum (especially paper work involved in communication with headquarters) that may not be duplicated by any other big chain.

Penney Record Excellent

Penney has unquestionably been one of the greatest net profit successes among our giant retailers—not excepting Sears. Its net profit percentage performance puts by far the majority of traditional chains to shame. Its return on investment is remarkable. Its total financial performance is so superior to most traditional chains (and to most branches of department stores) that these giant retailers, harassed by their amazingly poor net profit performance during a decade of unparalleled boom, have been compelled to reappraise their store manager systems in the light of Penney policy and practice. While few, if any, traditional chains or department stores could now adopt the Penney store-manager partnership concept, they are beginning to realize that they *can* adapt some of the Penney store-manager *autonomy concepts* to their own operations.

■ So other giant stores are studying Penney, too, insofar as the store manager is concerned—and these studies are propelling both traditional chains and department stores *still more rapidly* toward *vastly more autonomy* for the store manager—*especially* the store managers of their *giant one-stop store units*.

As an example, *Progressive Grocer* quoted a Kroger food chain executive as declaring that the following represents some of the *new* responsibilities that Kroger store managers had been given by 1960 which they definitely did *not* have in 1950:

• **A.** *The Manager Is the Boss*—He is the full, complete manager. He gets professional assistance . . . from division headquarters and fellow store managers —but—he alone is responsible for the performance of his store.

• **B.** *The Manager Must Grow as a Retailer*—He is expected to "get around," keep his eyes open—and to translate his observations into better merchandising. He is encouraged to read trade publications, to know his customers well, to work at broadening the capabilities of his staff.

• **C.** *The Manager Supervises Ordering* —While he orders out most of the items handled in the warehouse—he is always free to drop slow items. He also is free to request new items or products that his store (or the warehouse) does not handle.

• **D.** *The Manager Uses Outside Assistance*—The Kroger manager is no longer urged to beware of outside help. Salesmen, brokers, and merchandisers with good ideas are welcome. (Those without ideas never will be.)

• **E.** *The Manager Develops His Special Display Program*—He is fully responsible for the most effective use of the display facilities in his store. Store initiated ideas are encouraged. He is, of course, interested in featuring items that move fast and produce good profit.

• **F.** *The Manager Must Communicate* —His observations and views are important to headquarters—especially in the area of customer relations, merchandising and selling. Store managers meet weekly to exchange ideas.

• **G.** *The Manager Controls Stock Arrangement and Facings*—He and his staff must make many of the decisions on location of product categories, the shelf positions and facings of each product and brand . . . to deliver maximum sales and profit at a minimum of shelf stocking and labor expense.

• **H.** *The Manager Is Fully Informed on Sales and Profits*—Every four weeks he receives a complete operating statement on his store—which includes dollar and unit sales, gross and net profit. Manager bonuses are paid on the basis of net profit.

Kroger States Concept

Now it must be stated that between such objectives as these and actual performance in a large organization there may be quite a gap! But there is no reason to doubt that, in the giant store units of the Kroger chain, the store manager has a degree of autonomy never even contemplated at Kroger headquarters a short decade ago. The circumstances that led to the new concept are summarized in the following way by a Kroger executive:

• 1—As stores grew in size and as local competition increased, Kroger found it increasingly difficult to operate successfully under centralized control.

• 2—Kroger's decentralization is actually the planned conversion of a single firm into what amounts to 26 local firms. It is a trend not to bigness but to smallness that requires greater responsibility and offers greater incentive to those at the local level—and particularly to the store manager.

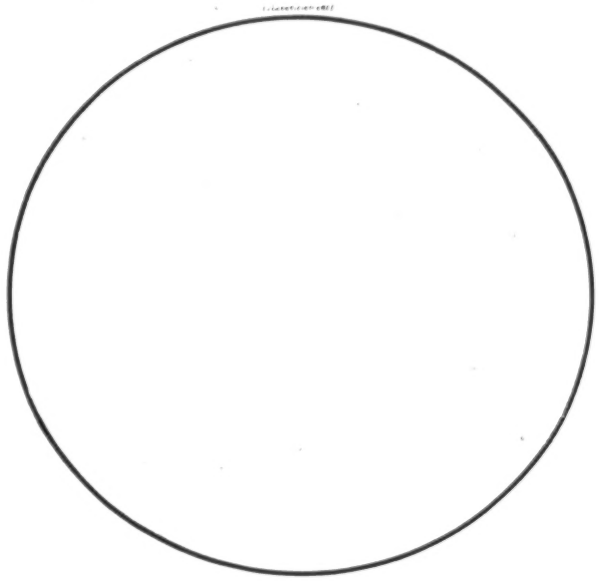
• 3—We're now set up to serve the store manager, to meet his needs quickly and surely. In a real sense we at division headquarters, our buyers, merchandisers, ad men, accountants, warehouse men, traffic men, personnel people, real estate, are all working for him. We think this is the way to grow—for what happens or doesn't happen in the retail store is the most important factor in food retailing today.

• 4—If one can summarize the basic reasons that today's conditions demand full-fledged executives to run super markets, we at Kroger believe they would boil down this way:

A. competition from other chains and from independents is much more intense;
B. stores are bigger, more complicated;
C. there are more employes to direct;
D. more items to handle;
E. faster decisions and action are needed in merchandising and promotion.

The Creative Man's Corner . . .

The Wrong Draw



How many sections can you cut this circle into with four straight lines?

The first quick answer is, of course, eight. Obvious—but not the whole answer!

Actually you can make as many as 11 sections with just four straight lines. Looking beyond the obvious *often* pays dividends. At Ryerson we've made a science of this—and call it *Metalogics*.

How does Metalogics work for you? It helps you value-analyze any kind of problem in the selection and application of steel, aluminum, plastics, and metal-fabricating machinery. It searches out money-saving and money-making ideas and shows you how to apply them. And then it follows through with day-in-day-out service that also goes "beyond the obvious" in caliber and scope and dependability.

Ask your Ryerson representative to show how you can get the greatest possible value from this unique Ryerson service. He'll be glad to tell you—and you may be very glad you asked. (Incidentally, for answer to the sectioned circle see page 110). Joseph T. Ryerson & Son, Inc.—Service Center Plants Coast to Coast.

This is a pretty tough ad to pass by. It reaches out and challenges you. It offers a problem—draw four straight lines through a circle and cut the latter into 11 sections—that you naturally get involved in.

But then?

Well, once you solve it you pass on. You may vaguely remember that the copy, following the presentation of the problem, said something about Metalogics—for "value-analyzing" any problem in the selection and application of steel, aluminum, plastics and fabricating machinery. You may also remember that this is apparently available at a company identifying itself as "Ryerson."

Chances are, however, you won't. This is what is almost always wrong with off-subject devices for getting attention or drawing people into ads. They draw them in for the wrong reasons—not to learn more about what actually is being advertised, not because they are interested in solving a problem much more germane to their business, but a wholly unrelated one which now gets somehow interposed between them and the advertiser.

Such ads as these shape up well. They look good. They even show up well in Starch checks. But do they do the job they're intended to do as well as a direct approach? We doubt it. #

• 5—Our store manager is the boss.

Once again we must make it clear that (a) these are *objectives*, not necessarily *accomplishments* but that (b) in the huge new store units of the Kroger chain there is every reason to believe that these objectives are pretty fully achieved.

Variety Chains Show Parallel Changes

These developments are paralleled by similar new policies among the variety chains. The enormous Woolworth chain, which has been moving in new directions somewhat faster in recent years than it had in the more distant past, underscores its appraisal of the critical importance of its store managers by having a West Coast big store manager actually accompany buyers on a Far Eastern buying trip. Earlier, an East Coast manager of a big Woolworth store had been sent on a similar European buying tour. This is tradition-breaking. The store managers of the big new Woolworth store units are highly paid executives and their area of responsibility is on a scale that would stagger the founding father of the great Woolworth chain.

■ The merchandise manager of the G. C. Murphy variety chain remarked: "To strap a manager with a pre-cut merchandise pattern is both unfair and bad business. The only strict policy we set down governs the placement and arrangement of counters and promotion tables. *What goes on them is up to the manager.*" Most of the variety chains, today, insist that the store manager determine what his customers require in the way of services (delivery services, for example, as well as credit services). It is the store manager's responsibility to provide services as needed and to control costs.

The local managers of variety chain stores have been given wide latitude in local pricing—particularly where necessary to meet discount competition. This is equally true of their giant stores which frequently must compete vigorously with nearby giant discount outlets.

All this is equally true of the drug chains and of most of the miscellaneous types of chains. As we have mentioned previously, it has been especially true of the managers of the store units of the discount chains.

And, of course, in all the chains, the area of autonomy of the store manager is particularly broad in their one-stop store units. Since all chains are concentrating on larger and still larger store units, it follows, as we intend to repeat again and again, that the responsibilities of the managers of these newer stores will multiply in ratio to the increase in both the square footage of the stores and the increase in diversification of inventory by classification.

■ In other words, there are now appearing on the retail scene some 2,000 *new retail executives* in the form of the managers of giant one-stop store units of chains and department stores. Their executive associates in their stores may total another 6,000 to 10,000.

These are the new bluebloods of mass retailing. This is a new target for marketing by manufacturers—and particularly a new target for personal selling; a target that can be reached only *inadequately* through the home office. Moreover, these giant stores have different inventory requirements, different fixturing requirements, different promotional requirements—*all decided at the local level!*

Yet astonishingly few manufacturers have realigned their marketing programs, and especially their selling programs, to dovetail with this rather new retail setup.

Selling to and Through the Manager of Giant One-Stop Outlets

A rather dramatic way to mark out the substantial changes in total marketing necessitated by the emergence of some 2,000 largely autonomous one-stop store units or giant retailers is to speculate whether here may be at least a partial solution to the mounting problem of the Buying Committee.

Will the requirements of these 2,000 store managers be more efficiently served if the supplier's salesman works perhaps even more closely at the local store level? Could this be a way of breaking the fearful log-jam represented by the Buying Committee? To evaluate this situation properly it is first necessary to set the Buying Committee in proper focus.

■ It is hardly news to the food processor that the food line is bought essentially by a committee—not by the traditional individual retail buyer. Ditto for non-foods sold through food outlets. But it has yet to be comprehended in merchandise lines sold through other outlets that here, too, the buyer is being shorn of some of his traditional functions; here, too, buying by committee is taking over.

As retailers become larger, buying by committee becomes more common. The formula is just as simple as that. And, of course, the whole trend in retailing is toward giantism.

Drastic Changes Appear in the Role of Buyers

Naturally, this involves considerable change in the role of the buyer; that is, of the individual buyer. These changes include the following:

• 1—The actual buying decision on purchases other than re-orders will be made with less frequency by the individual buyer.

• 2—The individual buyer will become more in the nature of a channel of communication between supplier and the Buying Committee.

• 3—As a link in this channel of communication between supplier and Buying Committee, the buyer really takes over much of the role of the supplier's salesman. This is quite an astounding change—and yet it was inevitable; since the salesman can seldom get into the Buying Committee, and since filled-in forms seldom give the Committee all the information it requires, the buyer is being compelled to function as an intermediary between the supplier, salesman and the Buying Committee. To a degree, in that role, the buyer really acts as a salesman for the supplier!

■ Unfortunately, the selling role of the supplier's salesman has been shriveled even more by the Buying Committee than the buying role of the buyer. The selling function is really limited to filling out curt forms that are inelastic, usually inadequate, and generally horribly frustrating to the salesman.

It is of course true that, for decades, our traditional department stores have made buying subject to a limited form of committee procedure. When the merchandise manager, or "upstairs," must confirm an order, then a type of committee buying exists.

But in selling to department stores, the supplier's salesman has not been barred from "going upstairs" to the extent true of the modern Buying Committee of the chains. Also, there still is a substantial area for true creative selling with the buyer.

While it is entirely probable that the chain Buying Committee will, in time, lower its bars somewhat to supplier salesmen (right now, only a few major suppliers can win entry into some Buying Committees), this privilege will be extended rarely. The membership of the Buying Committee is such that time is of the essence, and it just would involve too much time if the bars were lowered indiscriminately.

How, then, can the salesman function as a salesman? Some trade buyers will deny that their authority, or their functions, have changed—or will change. But surely if the buyer had retained *all* of his traditional domain, there would be *little need* for the Buying Committee. Moreover, it is obvious that although the Buying Committee really started as a New Products Committee, it soon took under its wing anything in the way of a "new proposition"—which is precisely why it is seldom called the New Products Committee any longer.

■ The chain buyer's domain is being further shriveled by the increasing buying authority that is currently being given to the store manager—and, in particular, the manager of the giant new one-stop store units that practically all chains are opening. And right here may be a clue to a potential detour by manufacturer's salesmen around *both* the headquarter buyer *and* the Buying Committee!

Marketing men may find it imperative to take a new look at the trade buyer in the various giant chains and in department stores, too. In particular, it would appear wise to determine whether the traditional connotations of the term "buyer" have much more application today than, for example, "five and dime" has to the modern variety chain's inventory. And this new appraisal of the trade buyer should be especially slanted toward the new role of the store manager we have been discussing in this study.

The buyer's domain is being nibbled away by three remarkable developments—the Buying Committee, electronic data processing equipment, and free-wheeling managers of giant stores. Yet the majority of manufacturers continue to think of, and sell to, the trade buyer of giant retailers as though he were still high man, and even the *only* man, on the buying totem pole.

In Department Stores . . .

Consider the department store branch at this point. As we have pointed out, the department store branch is being given greater autonomy. The branch manager and his staff are operating with vastly enlarged areas of responsibility—and this includes both a voice in the buying decision and, more and more, the actual buying.

In addition, the branch staff will determine shelf allocation, shelf position, branch unit promotions, etc. The full scope of authority given to the branch staff will, of course, vary by department store—and it will even vary as between the various branches of a single department store chain. But there is no question that the broad trend is toward considerably greater autonomy for the branch unit of department stores.

■ It follows that many manufacturers will find it advisable to develop new lines of communication between their offices and the branch units of department stores. This may necessitate changes in the sales organization that will permit more frequent (and more informed) calls by salesmen on the branches. It may also make necessary more attention to the special inventory requirements of the branches (merchandise movement of a line at the main store and in the branches usually varies considerably), to the special fixturing requirements of the branches (these are newer stores with heavy emphasis on luxurious decor and on self-selection), to the special promotional events of the branches (these may differ both in concept and in timing from events at the main store).

All of this appears fearfully obvious. And it is. Yet the fact remains that although the department store branch has now fully emerged as a large and new form of retailing, remarkably few manufacturers selling to and through department stores have realigned their total marketing procedures to keep step with the present-day requirements and opportunities of the department store branch.

And Chain Stores . . .

What is true with respect to the manufacturer's program of personal selling to and through the department store branch is also true, in varying degree, of the various chains. Indeed, the managers (and staff) of some of the discount chains have a remarkable degree of buying autonomy as well as merchandising autonomy.

Take the matter of working with sales-

What They're (Really) Saying . . .

—By W. H. Everett

"Helluva pitch, eh?"

people. Few vendor salesmen or other representatives visit branch stores of department stores to hold meetings with salespeople. Branch store managers welcome the same type of sales and product meetings that vendor salesmen hold for central store departments. That this cooperation is important to the vendor is proved by the fact that many branches sell more of a vendor's product than the large majority of his downtown main-store accounts.

In previous chapters we explained how the managers of giant stores (and their staffs) are permitted to do more actual buying. But even where the local store may not place the actual order—and this is a point of major importance—the decision to stock, or not to stock, or how much to stock is now being made at the local level in the giant store! *This is the nub of the new selling situation poised by the new autonomy granted, or being granted, to the staffs of these huge stores.*

■ The man who makes the buying *decision* is becoming more important to manufacturer's salesmen than the man who writes out the order! More and more, in big stores, that man is the giant-store manager (or staff). Yet few manufacturers have realigned their selling and their detailing to capitalize this new situation. Any number of manufacturers have a sales manager in charge of selling to chains, or to department stores, or to other segments of retailing. Maybe what some manufacturers need today is a sales manager *in charge of selling to and through the big store units of chains and the huge branches of department stores!* Certainly the potential volume and the prestige gained by distribution and promotion in and by these 2,000 giant stores are great enough to merit a special department.

Special Sales Planning, Maybe Advertising, to Be Considered

Step by step, throughout most of the functions involved in every step of the total marketing process (with the possible exception of national advertising) it may be advisable for at least some manufacturers to organize and to plan specially and specifically for these 2,000 giant stores, for their managers, for their staffs, for their rank-and-file personnel.

And even with respect to national advertising, there may be situations in which distribution through these 2,000 top outlets (or through a certain number of these 2,000 top outlets) will warrant not only special local or sectional advertising, but even national advertising. For example, it is not improbable that, in some instances, some manufacturers will conclude that a special brand should be made available exclusively to a segment of these 2,000 giant stores (this very policy is now being followed by several manufacturers with respect to selected department stores, and by many manufacturers with respect to the variety chains and other chains). That brand might then become a logical candidate for limited national advertising—after all, at what point does an advertising schedule in national media become truly national?

■ Take the controlled-brand situation. In the Sears, Ward and Penney stores, the controlled brand dominates. This sounds like a rather trivial observation, until it is comprehended that these three great retail organizations do as large a volume on their own brands of linens and domestics, for example, as is enjoyed by all of the manufacturers' brands in this category *combined!* In one classification after another, these three powerful retailers—just these three!—show an annual turnover in excess of, or equal to, or just slightly below the total sales of *all* manufacturers of so-called national brands.

Salesense in Advertising . . .

The Ideal Copywriter

By James D. Woolf
Advertising Consultant

Enumerated here are the qualifications I think necessary for the making of a good copywriter:

1. He (or she) believes in advertising, believes it contributes to our high standard of living and our affluent society.

James D. Woolf

2. He is not necessarily a college graduate. A formal four-year education in the liberal arts is not a must. However, he has developed in himself a lively sense of curiosity and the habit of study and intelligent thinking. He knows that the more he can add to his general knowledge and culture, the better he will be equipped for a successful career as a copywriter. There are many top-notch copywriters who have never set foot on a college campus.

3. He is not a scholar and a bookworm, but he has a well-developed taste for good reading. His reading is not confined to the subject of advertising alone; he reads books and articles on all sorts of subjects.

4. He is not necessarily a young man. Some of our best copywriters, many of whom I know personally, are crowding their 50s and 60s. A man I consider the most expert copywriter in the U. S. today is past 70. With advancing years comes experience, and there is no substitute for it.

5. He can write, naturally and easily, a knack he didn't acquire from textbooks. He has a real feeling for words. He is, as the saying goes, a "born" writer.

6. He likes people and has a practical understanding of what makes them tick. He is not a slave to motivational research, and he believes in it only when its findings make sense.

7. He believes in all kinds of research, but he also believes probes and surveys are frequently conducted inexpertly and that too much reliance is often placed upon their findings. When a research finding does not agree with his common sense he handles it with care.

8. He respects the opinions and ideas of account executives and enjoys collaborating with them.

■ **9.** He is a perfectionist and thinks nothing of rewriting an advertisement half a dozen times.

10. He is a family man and collaborates with his wife in managing the household, and in shopping at the supermarket.

11. He is not a fancy writer and he has no use for off-beat gimmicks and stunts as substitutes for real ideas.

12. He is a modest, ordinary guy and does not think of himself as a genius or a prodigy.

13. He is not addicted to the bottle; he can take it or leave it alone as circumstances dictate.

14. He works hard; his job is not one for gold-brickers.

15. He believes in honest products and honest advertising. Never in his copy does he indulge in superlatives, exaggeration, half-truths and bombast. #

The larger the store unit becomes, the more it aspires to become a true one-stop outlet, the more impelling are the reasons for turning to the controlled brand. This becomes especially so since these giant stores tend to look so much alike architecturally and in interior decor and in fixturing; tend to be located adjacent to one another; tend to stock similar inventories not only by classification but also by brands. Clearly, where there are few "exclusives" in merchandise, there is seldom adequate reason for the shopper to concentrate her shopping in one outlet. Moreover, similarity in inventory between giant outlets encourages price slashing.

■ So for all these (and many more) reasons, the one-stop outlet tends to favor the controlled brand. This is true equally of the department store branch and the discount chain store giant unit, the variety store and the food super giant units. Ditto for the drug chain giant units and for most of the giant units in the miscellaneous units.

The next great brand battle will be fought between the manufacturer's advertised brand and the retailer's advertised brand. One of the great battlefields in this combat will be the giant store units of the various mass retailers. Since so many manufacturers of "own" brands also (wisely) make controlled brands for retailers, it is important for executives in charge of marketing controlled brands to understand that these 2,000 giant outlets constitute a specialized segment of the controlled-brand market and require special planning.

Will Co-op Ad Volume Show Sharp Increases?

Then there is cooperative advertising. Giant store units need giant advertising. When a large retailer has an impelling need for advertising, cooperative advertising allowances become just that much more imperative (according to his traditional mode of thinking). The poor net profit showing of so many of the 2,000 giant store units, their desperate need for more traffic, their equally desperate need for a larger average ticket—all these plus other reasons combine to compel the conclusion that while cooperative advertising may wane over-all (as we continue to believe it will), this form of allowance is hardly likely to languish with respect to huge one-stop outlets.

But there is a real opportunity to plan cooperative advertising specially for giant outlets—and perhaps to develop a program that will give the co-op dollar a better chance of turning in an improved performance. Certainly in the giant outlet the co-op ad may be backed by a more appropriate inventory, by better display, and by better liaison work between the store's staff and the manufacturer's representatives.

■ These huge stores will tend to have both an executive and a rank-and-file staff better able to work intelligently and efficiently with manufacturers throughout the promotional procedure, of which co-op is simply a part. But in turn, they will require special promotional programs developed to be in tune with the size of the store, the size of the promoted inventory, the store's traffic, the store's competitive situation, etc.

In some instances, obviously, the promotional program of a manufacturer may be entirely suitable for the midget store units in a chain as well as for the giant store units, and for all of the size gradations in between. But perhaps more often, these 2,000 store units will require special promotional programs—maybe not in theme, but surely in the line-up of promotional units involved, surely in the allocation of funds to each of the promotional units, surely in the execution of the promotional units, etc.

■ As a matter of fact, the price lines to be featured in a promotion run by giant store units may differ, and may differ even sharply, from the price lines to be featured by smaller store units. Indeed, the whole subject of price lining for the giant stores demands deep attention by suppliers—to date, it tends to have been inadequately studied. Certainly, department store branches tend to find wide variations in their price line experiences as compared with the downtown store—and precisely the same is true of the giant store units of the various chains as compared with some of their baby store-relatives.

Even the discount chains find that they can move higher price lines in required volume in their big new store units than they would have dared to inventory in their original stores. What is more, in some of their giant new stores the discount chains even price some lines at regular prices!

■ As a generality, it may safely be stated that giant store units tend (this obviously is not *always* the case) to inventory better quality, higher price lines. The trading up process is very much in evidence in many of the big one-stop stores—not in all departments, not to an equal degree in all of the giant stores—but, on balance, the picture in these 2,000 stores is a picture of trading up; definitely, not trading down with the possible exception of some of the *newer* discount chains; as we've remarked, in the older discount chains the trend in their huge new store units is definitely toward trading up.

It is obvious that these great store units have individual needs with respect to merchandise assortments. This applies as well to such merchandising practices as the trade and consumer deal. The manufacturer who continues to plan deals, for example, as though the variety chain's stores had identical requirements, will soon find that this is a non-existent situation. Specially-planned deals for at least some manufacturers are imperative with respect to giant-store distribution.

■ Even packaging is affected. Consider for a moment the broad trend toward luxurious packing for staple and semi-staple lines. These super packages will clearly move faster in brilliant new giant stores than in the older and rather woe-begone small store units of the various chains.

Types of Merchandise Stocked in New Units May Surprise

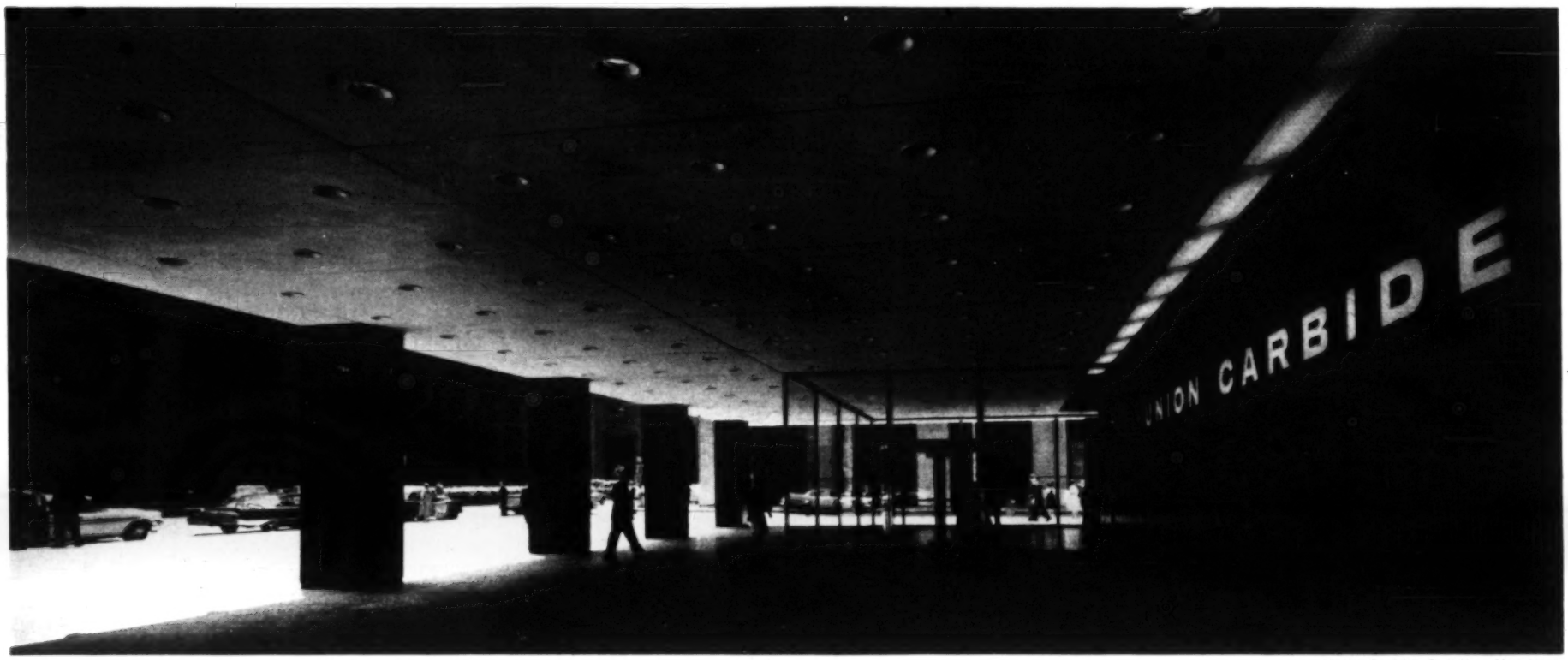
But even more fundamental perhaps is the urgent need for giving special consideration to the potentials these giant stores offer for distribution of merchandise not stocked in the older store units. Some manufacturers who formerly did not sell at all through the variety chains, for example, seem to be only dimly aware that as much as 90% of their variety-chain volume may be coming from the giant new store units of this outlet!

In other words, the newer merchandise classifications being stocked by the various types of chains are obviously being inventoried in a vastly more substantial way by their newest and biggest store units; the very concept of the one-stop store makes this obvious. Yet it is astonishing to note how often manufacturers whose lines are newly taken on by chains that formerly did not stock this classification have only the vaguest notion of the *type* of distribution they have within each of these chains!

■ Fixturing for giant store units is another area demanding special attention from suppliers. These giant stores tend to be the "darlings" of the chains. They are pampered—especially in decor. Here,

Blue Cross-Blue Shield Building, Boston

IBM World Headquarters, New York



Union Carbide Building, New York

Which of these buildings is 35 years old ?

Beneath the shiny new facade of one of these three buildings lurks a cornerstone that reads: "1925."

Which one?

The fact that you can't tell which one at a glance—or even on closer study—speaks volumes for the strides that are being made in the relatively new art of rebuilding.

And the fact that *one out of every three* building dollars goes into updating obsolete structures speaks volumes for the sheer size of the rebuilding market...and of the great opportunities it offers.

Forum, which now publishes a monthly editorial section devoted exclusively to the special interests and problems of rebuilding, is the only magazine which covers this important market.

As an advertiser in the field of industrial/commercial/institutional building, therefore, we believe you will want to put—and keep—Forum at the head of your list. For the history of rebuilding (due to natural economic causes that underlie decisions to rebuild rather than build new from scratch) shows that rebuilding not only holds its own, but actually increases in periods in which the new building curve takes one of its temporary dips.

In Forum, you have a natural and exclusive medium for reaching *both* sides of the huge building market—and all the advantages of reaching a market with a built-in stabilizer.

The rebuilt building is IBM World Headquarters, *590 Madison Ave., New York City.*

FORUM

Architectural Forum the magazine of building and rebuilding published by TIME, INC.

therefore, is a big opportunity for custom fixtures by the manufacturer; yet that opportunity is seldom capitalized. And even in small fixtures (as in a deal) too seldom is a special fixture (and a special assortment) planned specifically to match the requirements of the huge one-stop store unit.

* * *

Needed: New Type of Marketing Approach

In general, these 2,000 giant one-stop stores necessitate a new orientation of marketing thinking by the manufacturer—a new orientation of marketing thinking pinpointed to the specific and unique needs (and opportunities) of what is a *major new type of retail outlet.*

This major new type of retail outlet is not to be measured by the traditions of its parents. In practically every instance, even including the giant units of the discount chains, it represents a new *type* of retail enterprise—with *new rules of conduct*, and with these new rules themselves being superseded by still newer rules as headquarters becomes still more acutely aware that giant units cannot be profitably operated by midget staffs with midget authority.

■ The great trend in these 2,000 giant stores is toward more, ever more autonomy for the store manager; for more talented and higher paid store managers; for more talented and higher paid staff associates; even for a higher level of rank-and-file personnel.

These giant stores will, less and less, be "chain" stores or "branch" stores in the sense of being headquarters controlled.

They will constitute, in effect, a new type of independent retailer!

This is a fascinating development. On the one hand, the independent is *giving up* mounting degrees of his independence—through the voluntary chain, the co-op movement, etc. Simultaneously, the giant store units of the mass retailers are winning a *new degree of independence!*

For many manufacturers this doesn't merely suggest—it *compels* new concepts (starting from organizational blueprints) and winding through selling, merchandise, merchandising, promotion, fixturing; all aimed at the bull's eye: 2,000 giant store units with a volume of some $15 billion.

Even trade relations are involved—surely the staff and personnel of giant store units operating with considerable autonomy require new concepts in trade relations as differentiated from trade relation programs promised on headquarter supremacy and on small, or relatively small, store units.

So—take a new sighting on these 2,000 giant stores, their managers, their staffs, their personnel, and that $15 billion in volume. And happy hunting! #

'Would Further Creative Buying, Selling' . . .

TV Urged: Adopt Single Rating Service, Let Nets, Stations Handle Programs

The cost per thousand fluctuates so and varies so from program to program in tv, that it is extremely difficult for an advertiser to find out how much it will cost him to get a certain weight in a market, says Harvey Mann of the H. W. Kastor agency. To overcome this handicap and get equal audiences for equal expenditures, tv must adopt a single rating service and put all programming in the hands of networks and stations, he believes. In a talk given to the Ohio Assn. of Broadcasters and reproduced here, he spells out his beliefs and eight benefits that might result.

By Harvey Mann
Manager of Media, H. W. Kastor & Sons Advertising Co., Chicago

What are the important facets of current rate structures which require close examination? I submit that the inequalities of charging equal rates for unequal audiences need primary consideration and beg for an early solution.

It has been said many times that the time buyer's primary responsibility is to make sure that clients' appropriations are invested wisely and judiciously. But what about clients knowing what their dollars will bring prior to the placement of a schedule, as they do now in print?

Specifically, here are the major problems that a client and advertising agency face if there is a decision to use broadcast media:

1. From a marketing standpoint, we must be able to tell our clients' field men what depth of exposure we will have in a market so that local merchandising and promotion can be carefully correlated to the planned advertising weight. If we cannot guarantee or at least approximately anticipate audience, how can we successfully co-ordinate a total sales effort?

2. To further add to an already complicated situation, there is a mushrooming trend in telecasting where, under certain rate circumstances, announcements are offered with pre-emptible provisions. At no time does an advertiser know where his message is being exposed, thus he is not able to determine his total audience.

3. Under the present rate card practices an advertising agency finds it very difficult when budgeting for its clients. A client requests certain weight in a market and we should be able to tell him how much it will cost. Because of unpredictable cycles of available time caused by supply and demand, there is no way we can accurately budget for an upcoming campaign. Thus, for the client who desires to make spot radio and television provisions in his corporate budget, it is a most difficult chore.

■ Nearly every day we are asked to approve announcement schedules where the cost per thousand fluctuates with differences in cost per thousand, ranging all the way up to 300%. Regarding network television, here are a few current examples of varying costs per thousand:

Disneyland delivers approximately nine and a half million homes for $22,000 per commercial minute. This results in a cost per thousand per commercial minute of $2.32. Similarly, Maverick can deliver at a cost per thousand commercial minute of $2.22. Contrast these with the NBC Bowling Show of $5.60 and a public service program costing $4.40 per thousand commercial minute.

■ Now I should like to pose this question: Is it wrong for an advertiser to expect equal audience for an equal expenditure? . . .

In advancing the objective of equal audiences for equal charges, I believe two important goals would have to be achieved:

• Programming responsibility would have to rest solely with network and station management.

• A universally accepted rating service would have to come into being. If these two considerations can be achieved, then it will be possible to purchase time on a guaranteed cost per thousand basis with all advertisers being assured of equal treatment.

■ The approach and mechanics in placing a schedule under such conditions might be as follows:

For this purpose I shall use a single market, but its application for network would be similar. An advertiser seeking, for example, a male audience, would determine the objectives of a campaign in terms of frequency and reach.

Rate cards for each station with rates expressed in terms of dollars per thousand, would be studied together with audience data covering total broadcast day. One or more stations would then be selected to carry the schedule on the same basis as print media are selected today. The station or stations which would offer the type of audience with the desired reach and frequency at the lowest cost would be given preference.

The advertiser will in all probability indicate a preference for certain time periods, but it will be the station which will exercise judgment as to when and where the spots are to run, much the same as in the positioning of print ads.

At the end of each month or schedule period, if it is of shorter duration, the station's proof of performance would consist of an affidavit plus audience data supporting the charges.

Should this type of approach be adopted, I am convinced that it would be possible for advertisers to know what they are buying, be able to budget with a great degree of accuracy, and be able to co-ordinate total marketing activities.

In addition, I believe the following added advantages will accrue to our industry:

1. Time buyers will be able to devote more time to creative buying since no longer will time buyers operate in a jungle atmosphere.

2. Time salesmen will enjoy some of the same advantages, thus greater emphasis could be placed on creative selling.

3. New vitality will be injected in programming, since advertisers will no longer have to gamble.

4. The burden of costs of limited appeal programming will be spread. This is vital if broadcast media are to remain dynamic.

5. Talent will be more fully utilized and appreciated. This should give talent greater tenure and thus make broadcast media more attractive to the best talent.

6. The use of television and radio will be expanded.

7. The problem of product conflict will be reduced.

8. Multiple spotting will be reduced.

■ One final word in regard to a universal rating service.

I should like to advance the thought of having a summit meeting with representatives from all major segments of our industry, including the Four A's, ANA, NAB and the ARF, for the purpose of setting rating standards, which could then be adopted by the entire industry.

During this brief period, I have shared with you some of the problems in our field and have presented one possible solution. I understand that this approach has been tried in the past in a limited way. It is my feeling that it is worthy of further study, consideration and development. #

Learning from the Retail Ads . . .

The Specious, Empty, Approach Ad

By Clyde Bedell

The day after the presidential election I clipped the ad at the right from a Texas newspaper.

There was a time when a great many Americans in business were great salesmen and knew how to use selling copy. Nowadays, due to a peculiar confluence of circumstances largely centering around a prosperity that few of us have really earned and understood, many entrepreneurs are babes in the woods at selling.

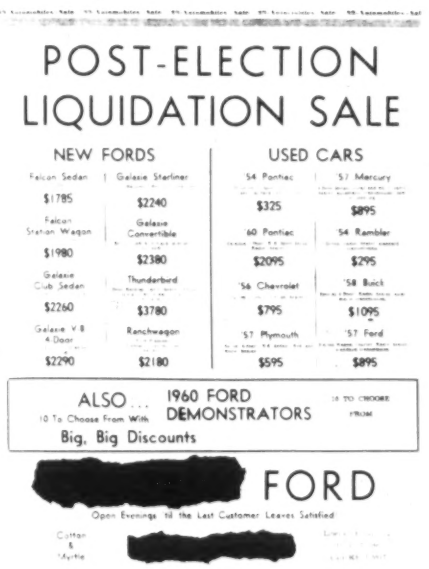
Hence, we have newspapers filled with 220 volt size type to make up for the weakness of 6 volt copy. We have vast amounts of 220 volt white space wasted by putting into it 6 volt words.

■ Here is an instance where an advertiser spends considerable money to advertise automobiles that are full of wonderful and gratifying benefits for their purchasers—an advertiser who thinks that the most important thing he can say to sell automobiles is "Post-Election Liquidation Sale."

And then about specific cars, he has five or ten words of specification.

This obviously is not selling. This obviously is not persuasion. The most menial task or function of the English language, so potential with power, is to make statements. Even that function is demeaned when statements are made in incomplete sentences. Its most transcendant function is to influence action.

Yet, here is a newspaper—a vital and dynamic medium, fresh as the morning dew, imminent with the urgency of a new day, accepted into the bosom of almost every literate and solvent family, embracing the greatest, most expansive, most revealing link with the great outside world—used with only the potential of a billboard, which must be seen in the flick of an eye.


POST-ELECTION
LIQUIDATION SALE

NEW FORDS

Falcon Sedan $1785	Galaxie Starliner $2240
Falcon Station Wagon $1980	Galaxie Convertible $2380
Galaxie Club Sedan $2260	Thunderbird $3780
Galaxie V-8 4-Door $2290	Ranchwagon $2180

USED CARS

'54 Pontiac $325	'57 Mercury $895
'60 Pontiac $2095	'54 Rambler $295
'56 Chevrolet $795	'58 Buick $1095
'57 Plymouth $595	'57 Ford $895

ALSO . . . 10 To Choose From With Big, Big Discounts
1960 FORD DEMONSTRATORS 16 TO CHOOSE FROM

[redacted] FORD

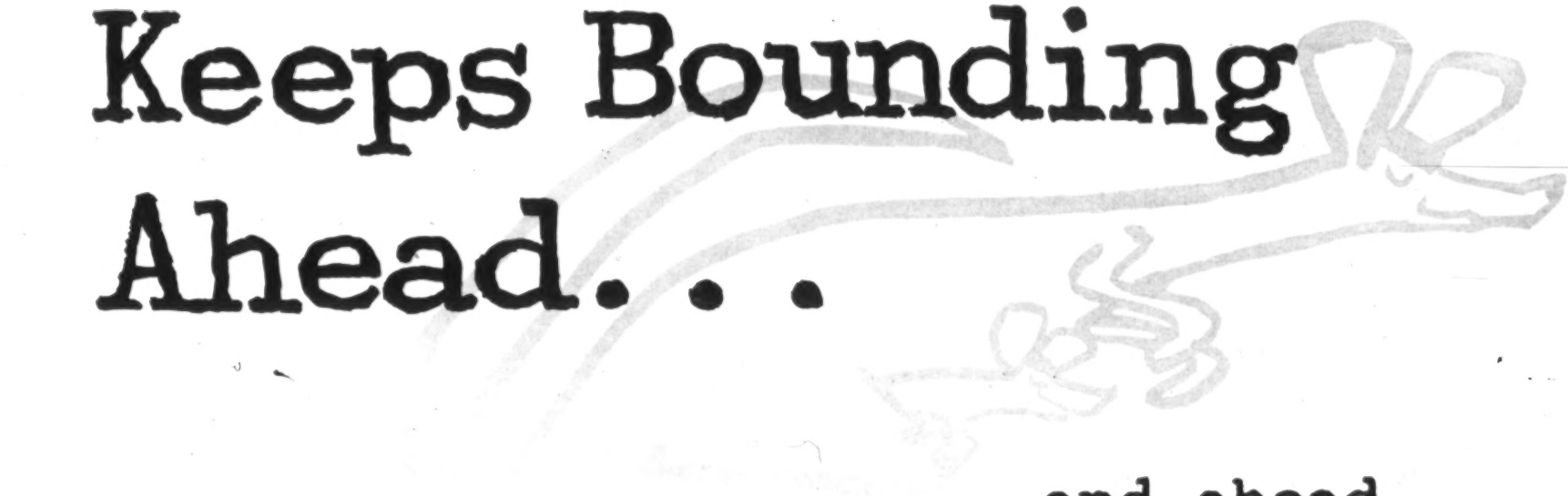
Open Evenings 'til the Last Customer Leaves Satisfied

Cotton & Myrtle [redacted]

The day, accepted into the bosom of almost every literate and solvent family, embracing the greatest, most expansive, most revealing link with the great outside world—used with only the potential of a billboard, which must be seen in the flick of an eye.

If publishers knew the real value of intelligent selling copy, they would become great purveyors of advertising education. Their rates would be substantially higher and advertisers would get far more from their advertising expenditures, per dollar spent. #

Ladies' Home Journal Keeps Bounding Ahead...



and ahead. . .

In 1960 Ladies' Home Journal's circulation was the largest in the history of women's magazines. Every 1960 issue surpassed the comparable issue for 1959.

and ahead. . .

At the newsstands, Ladies' Home Journal also reached new heights of popularity with gains for every issue.

and ahead. . .

For the fourth quarter of 1960 Ladies' Home Journal circulation was more than 600,000 ahead of 1959. The new circulation rate base of 6,700,000 (effective next July) is already being delivered.

NEW RATE BASE

6,700,000

The Journal has just completed a year in which it registered the greatest circulation growth in its history.

During the fourth quarter of 1960, Ladies' Home Journal circulation advanced to an all time high - averaging over 6,700,000 per issue and surpassing the same 1959 period by an average of more than 600,000 copies per issue.

Every 1960 Journal exceeded the comparable 1959 issue in total circulation. Every 1960 Journal exceeded the comparable issue in newsstand sales.

Effective with the July 1961 issue the Journal's new circulation rate base will be 6,700,000, a circulation already delivered during the fourth quarter of 1960.

New rates based on 6,700,000 circulation are now in the mail.

EXTRA ADDED ATTRACTION

All bleed charges have been eliminated effective with the March 1961 issue.

'Realites' Seeks Readers

Realites, French monthly, used nine magazines in a Christmas drive to promote circulation of its English edition, offering a special subscription rate of $12.50 a year, a $2.50 reduction from the regular rate. On the schedule are *Antiques, Atlantic, Foreign Affairs, Harper's Magazine, Holiday, House Beautiful, New York Times Book Review, The Reporter* and *Town & Country*. J. J. Victorson, promotion manager, said the 1961 promotional budget will be increased 50%. He reported that *Realites* now has a U.S. circulation of 54,000 and hopes to reach "100,000 within a few years."

To Madison Avenue

No New York daily can be first in all classifications of retail advertising. But among the seven dailies, The Mirror is second in real estate, building supplies and electrical appliances. And first in others.

In nine classifications, Macy's puts The Mirror second in advertising among all New York's dailies.

Make The Mirror a MUST!

3M's George Bares Strategy in Getting Budgets Approved, Retained

Act Like Business Men to Gain Confidence of Business Men, He Urges

CHICAGO, Jan. 3—Act like a business man, look like a business man and talk like a business man . . . every day of the year.

In fact, be a business man first and an adman second. Remember that advertising is not a profession, but a business, concerned with profit and loss.

This way you will gain the confidence of the sales manager who approves the ad budget. When confidence—as a business man, not an adman—has been gained, "classify" the sales executive and use a weak spot of his to get the budget you need to help him attain his goals.

That's the advice given advertising managers by Neil S. George, manager of advertising and marketing services of the international division of Minnesota Mining & Mfg. Co., St. Paul, speaking at a luncheon meeting of the Chicago chapter of the International Advertising Assn.

Much of the same applies to agency men, who can do a lot to help or hinder the ad manager in his tasks merely by the way they act, look or talk, according to Mr. George.

■ "Look like a business man . . . this sounds rather simple. But I recall the day an agency man visited me wearing a corduroy suit to make a presentation to one of our sales managers. After it was all over," according to Mr. George, the manager said, 'Who the hell was that'?"

Admen must "look normal" if they want to attain acceptance on the management team, the 3M executive said, adding that his company considers sport coats and crew cuts unbusinesslike and out of place in business situations.

"Once we gain recognition of our business abilities, we can make the shift to more advertising emphasis," said Mr. George, who is a director of the chapter.

■ The first step accomplished, the ad manager may move to the next —classifying the executives who say "yes" or "no" to budget proposals.

"It always helps to know whom you are dealing with and what kind of person he is. So you classify him. Short, large, slim, tall, Metrecal drinker or what. Do the same for budgeting purposes. Each sales manager can be approached best on his blind side or through a weak spot. This is what I mean by classification . . . you find the weak spot."

As an example of how somewhat devious means can be used to serve a good purpose, Mr. George cited the case of an executive "who felt that any use of international media is absolutely wrong." His attitude was markedly changed after the export ad people involved "merchandised" the advertising by putting the executive's picture on the front cover of the publication deemed essential on the schedule.

■ "We sent a copy, framed, to his wife with a short letter telling her how much pleasure it was to do business with her husband. This, incidentally, was true, for you could not hope to meet a finer man," Mr. George said.

■ The picture still hangs in his den (hung there by the wife), his attitude is different and the company and the man himself have benefited from ads in the medium, according to Mr. George.

"Naturally, there is more than just satisfying the ego of the sales manager when it comes to classification. We feel that it is well to know in advance his feelings toward advertising and in particular what kind of a percentage of sales he is likely to approve. With this type of advance information you can peg your budget, if necessary, just a little higher than he will approve. This makes a big difference in budget approval and makes it a lot easier to sell yourself as an adman and a business man," Mr. George said.

■ According to him, there are several types of sales managers. Among them:

• "The manager who wants advertising and promotion so badly that he will spend all of his profits to increase sales. He has to be handled with kid gloves, as you can harm yourself cutting down his schemes.

• "The man who does not believe in advertising in any way, shape or form. We approach him with success stories from other divisions, the domestic company and from competitors.

• "The normal—thank God for him. We go along doing our job, and he does his. His division has the highest profit in the group but one of the smaller advertising budgets."

Mr. George stressed that in getting a budget approved an ad manager must keep the sales managers "happy all year long." He said this can be done by solving some of their problems (which is not to be construed as telling them how to run their business but rather taking care of the small nagging variety of problems, such as writing speeches, he explained).

Telling the sales executives what advertising is doing for them is another necessary—and very sensitive—step, according to Mr. George.

■ "This is hard to do without exposing yourself to criticism of the worst kind. We handle it through sales figures. Let us say that we have just run a special promotion in Finland for Scotch brand tape. We always write up the full details of the promotion before it runs. He has a copy. We then make progress reports and a final summary showing full costs and results. You are telling him what you are doing for him, but in a businesslike manner.

"Of course, the classification of sales managers causes you to make adjustments in the method of reporting. Use the one that is most effective from a budgetary standpoint," Mr. George counseled.

Knowing as much about his markets as the sales manager does is another factor that helps to get the budget that is necessary, he said.

Making promises and delivering on them is "simple but important," according to the 3M executive.

■ "I feel that it is good to make some really wild promises from time to time and then amaze the manager involved by delivering. What I like to do is load the guns in advance. We see that he has a problem. We work out a logical approach and then start the preliminary work. Then we go in and make the promise. He agrees, and we walk out with the work already half done. This makes for shorter delivery times and better acceptance," Mr. George said.

The final step recommended by Mr. George is making a presentation. Although the agency can be of great help in this phase, the presentation should be from the ad manager and not from the agency, Mr. George warned.

How does all of this help an ad manager get the budget he needs to do a good job?

It is simple, says Mr. George.

■ "We in advertising are fighting to be accepted as an integral part of the management groups of our companies. By practicing the above steps, we will be accepted as such. When we are accepted, the management group will reserve certain areas to us alone, the areas of advertising and merchandising. This makes getting the budget easier, as we are then fully responsible for the budget. As I said when I began so long ago, this is no universal panacea, but it seems to work for me," Mr. George said, adding that he has never had a budget cut. ≡

Puts you on Top in Toledo

WSPD — number one by every audience measurement — Hooper, Pulse, Nielsen. Alive 24 hours a day with effective programming and talent to bolster your sales. More national and local advertisers than any other Toledo station.

*annual food sales in WSPD's circulation area

Let a Katz Representative help you select the most persuasive times.

WSPD-Radio
NBC • TOLEDO
a STORER station
National Sales Offices:
625 Madison Ave., N. Y. 22
230 N. Michigan Ave., Chicago 1

WS 5

In LOUISVILLE You Sell the Negro only if you Buy WLOU... Rounsaville Radio!

In bustling, booming Louisville, 158,000 Negroes spend a walloping $127,405,400.00 annually on consumer goods. It's definitely a big spending market! And you reach it only with Rounsaville Radio's WLOU—only all-Negro programmed station in Louisville. Top rated by both Pulse and Hopper (as are *all* the Rounsaville Stations!) Call or write today for the full story on WLOU, and the entire Rounsaville chain. Represented nationally by John E. Pearson, in the Southeast by Dora-Clayton.

Six number-one rated Rounsaville Radio Stations program exclusively to the Negro in 6 rich major markets. We reach a total of 1,433,915 Negroes, with $824,000,000 to spend — AFTER taxes. We feature Negro disc jockeys and personalities, schedule programs the Negro likes and listens to. This is the basis of our success in this chosen field. No one does a better job of reaching the Negro than we do at Rounsaville Radio.

ROBERT W. ROUNSAVILLE—Owner-President

Sell the Negro in These Six Big Markets... With Rounsaville Radio

buy one or all—discounts with two or more!

WCIN—CINCINNATI. 5000 watts. Reaches 170,000 Negroes, who spend $140,528,670 annually

WLOU—LOUISVILLE. 5000 watts. Reaches 158,000 Negroes, who spend $127,405,400 annually

WVOL—NASHVILLE. 5000 watts. Reaches 124,000 Negroes who spend $82,400,000 annually

WYLD—NEW ORLEANS. 1000 watts. Reaches 294,700 Negroes, who spend $218,483,000 annually

WTMP—TAMPA-ST. PETERSBURG. Reaches 129,000 Negroes, who spend $66,180,620 annually

KRZY—DALLAS-FT. WORTH. 500 watts. 730 on the dial. Reaches over 350,000 Negroes who spend 80% of income on consumer goods

FIRST U.S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN 6 BIG MARKETS

ROUNSAVILLE RADIO

ROUNSAVILLE RADIO STATIONS

3220 PEACHTREE RD., N.E. • ATLANTA 5, GEORGIA

ROBERT W. ROUNSAVILLE, Owner-President
HAROLD F. WALKER, V.P. & Nat'l Sales Mgr.
JOHN E. PEARSON CO., Nat'l. Rep.
DORA-CLAYTON, Southeastern Rep.

Sales Success of Glis Leads to Glisade Bow

(Continued from Page 3)

of 1960.

Mr. Barnet would not reveal the current advertising budget for Glis, but he did say more than $500,000 was spent on the product last year (the TvB figures are gross time estimates and do not allow for frequency discounts).

Glis was introduced in New York last June. Distribution now includes New England, New York, New Jersey, Pennsylvania, Ohio, Indiana, Illinois and Michigan. Markets will be added as the company sees fit, Mr. Barnet said.

■ Spot tv was decided upon for most of Glis' advertising money because tv reaches more people and Glis is "a product which lends itself to demonstration," Mr. Barnet explained. Daytime tv was selected in order to reach women, he added.

Glis used 36 ten-second spots during its first week of advertising in Boston. The number of spots, however, went as high as 150 per week per market during the summer, when starch sales are highest, Mr. Barnet said. Primarily ten-second spots have been run, supplemented with some minute and 20-second announcements.

■ Mr. Barnet explained that Aerosol was interested in impressing buyers with the amount of tv the company was buying, so it bought as many station identification breaks as it could afford. "You have to sell the sizzle before the steak," Mr. Barnet quipped.

Stations which got the schedules for Glis "were ones which gave us the greatest number of spots for our money," Mr. Barnet said. If a station had no summer rate, it didn't get Aerosol's business, he added.

The problem the company faced in New York in the fall was that it had no more money to spend than it did in the summer, so the number of tv spots decreased as the rates went up, the Aerosol executive pointed out.

About 10% of the budget went to spot radio. Radio was used to introduce Glis in each market, and the medium has been continued in a few areas. Glis will continue its schedules in the markets now running, with the emphasis remaining on spot tv, Mr. Barnet said.

■ Glis is priced at from 69¢ to 79¢, which is competitive with the eight or nine other instant starches now on the market, Mr. Barnet said.

Aerosol was formed in 1958 and was made a public company only last June. The company makes Spot-Off, an instant spot remover for grease stains. Aerosol spent $4,000 to promote this product in spot tv in the first quarter of 1960, but suspended this advertising when the company began focusing attention on Glis.

■ Aerosol also makes ACA Miracle brand self-shining aerosol shoe polish. The product is distributed nationally. The company also makes sprays for suede shoes, white shoes and patent leather shoes, as well as a foot care product called ACA Foot Mist. None of these products are being advertised at present.

Aerosol's agency is Wellesley Advertising Associates, a wholly owned subsidiary of Aerosol Corp. of America. Many Aerosol executives double in brass at the agency. Mr. Barnet is president of the agency. Aerosol's advertising manager is Anne Hall. #

Last Minute News Flashes

Anti-Trust Crackdown Hits King Features, NEA

WASHINGTON, Jan. 6—Exclusive contracts for printing and agreements not to compete were part of an "illegal arrangement" which enabled King Features Syndicate, Newspaper Enterprise Assn. and Greater Buffalo Press Inc. to divide 80% of the Sunday newspaper comics supplement printing business, the Justice Department charged today. The government's civil anti-trust complaint said newspapers had to pay "arbitrarily high" prices for comics unless they gave King or NEA their comics printing contracts (King and NEA farmed out the actual printing to Greater Buffalo). The federal district court in Buffalo has been asked to curb tie-ins between comics sales and printing contracts and to force Greater Buffalo, called the nation's biggest color comics printer, to dispose of plants it built or bought in Lufkin, Tex.; Sylacauga, Ala.; and Wilkes-Barre, Pa.

Bernhard Altmann Switches to Gilbert

NEW YORK, Jan. 6—Bernhard Altmann Corp., manufacturer of men's and women's sweaters and sportswear and producer of cashmere coating and suiting fabrics, has appointed Gilbert Advertising to handle its advertising. The 1961 budget is estimated at $150,000. Altman-Stoller formerly handled the account.

Mercury Record Shifts to Baker; Names Schickel

CHICAGO, Jan. 5—Mercury Record Corp. has named Herbert Baker Advertising to handle its entire account, formerly split between John W. Shaw Advertising, Chicago (popular), and Irving Serwer Advertising, New York (classical). Total billings are estimated at $300,000 annually. The company also named Steve Schickel, publicity director, its director of advertising and publicity. Ken Myers, who as general sales manager was in charge of advertising, has been named vp in charge of sales.

Sun Picks Up Time Shell Dropped; Other Late News

• **Sun Oil Co.** (William Esty Co.) has been one of the leading beneficiaries of the tv-radio newscast franchises released by its competitor, Shell Oil Co., having picked up newscasts formerly sponsored by Shell in about eight tv markets and moving in as a new sponsor on about five other stations as a result of Shell's pull-out. In radio, Sun has bought former Shell-backed news shows in Detroit and elsewhere. Sun processed total news buys to date are in about 44 tv markets and six radio markets.

• **Simoniz Co.** has named Edward J. Fredericks director of marketing, succeeding Paul J. Greenfield, who resigned last fall to join Edward H. Weiss & Co. (AA, Sept. 26). Mr. Fredericks formerly was vp in charge of sales and marketing of the housewares division of Rubbermaid Inc., Wooster, O.

• **Ronalds-Reynolds,** Toronto, has picked up Nestle Morsels, a new product which comes in three flavors, and one other unidentified new product of Nestle (Canada) Ltd.; and Radio College of Canada, Toronto, which provides training in the electronics field and is estimated to bill about $100,000 a year. Radio College was previously handled by Paul, Phelan & Perry.

• **Mayfair Industries,** Ft. Worth, has named North Advertising, Chicago and New York, to handle marketing development and advertising of its new, patented and yet unnamed feminine hygiene product, using a new functional principle. Market tests will begin early this year, but test areas and budgets have not been set.

• **Doyle Dane Bernbach Inc.** will open a Seattle office Jan. 16 in the Tower Bldg., 7th and Olive Way, to service the Rainier beer account and Volkswagen Washington Inc., the Northwest distributor. William Zarkades, formerly head of his own Seattle advertising and pr consulting service, will be in charge. Montgomery McKinney, an account man in DDB's Los Angeles office, will be management supervisor for Rainier. DDB's new San Francisco office (AA, Dec. 19) will open early in February in the John Hancock Bldg., 225 California St., to handle S & W Fine Foods, KGO and KGO-TV, and Reynold C. Johnson Co., Volkswagen distributor. Lawrence C. Keller, formerly a DDB account executive in Los Angeles, will be in charge.

• **Caterpillar Tractor Co.** has appointed Foreign Advertising & Service Bureau, New York, to handle its local advertising in overseas markets. The appointment comes via N. W. Ayer & Son, Caterpillar's domestic agency, which will continue to handle international media advertising.

• **United Air Lines** resumed sponsorship of radio schedules in all markets Jan. 1 following a short hiatus. United canceled all advertising (only radio was scheduled at the time) following the two-plane disaster in New York Dec. 16.

• **Coca-Cola Co.** plans a major promotion April 3-29 built around a supper-sandwiches-and-Coke theme. Color spreads in April magazines, plus network and spot tv, newspapers, spot radio, 24-sheet posters and an array of in-store material will be used. More than $1,000,000 is budgeted for the drive. McCann-Erickson, New York, is the agency.

• **Permachem Home Products Corp.,** New York, manufacturer of Permachem, a new germ-killer household spray, has named E. A. Korchnoy Ltd., New York, as its agency. Newspaper and tv ads will break in the East next week, and national promotion on a market-by-market basis will start in late spring.

• **Business Mail Foundation** has become affiliated with Direct Mail Advertising Assn. BMF will operate from DMAA's new national headquarters at 230 Park Ave., New York. A fulltime director will be chosen by BMF to work under the direction of Robert F. DeLay, DMAA president.

• **Ling-Temco Electronics,** Dallas, will enter the consumer market this spring with a new electric dishwasher and food waste disposer. Trade advertising is running in *Home Furnishings Daily, Journal of Home Building* and *Kitchen Business*. Ling-Temco will meet next week with its agency, Maxwell Sackheim-Franklin Bruck, New York, to complete consumer advertising plans.

• **Staplex Co.,** Brooklyn manufacturer of automatic electric stapling machines, which has moved out of Smith, Hagel & Knudsen, New York (*see story on Page* 10), has named Ellington & Co. its new agency.

House Oversight's Swan Song Proposes Law to License Nets, Curb on Selling Stations

(Continued from Page 1)

extent that station time is monopolized by network programs, and the nature of the programs the networks are providing.

Simultaneously with the release of the report, Rep. Oren Harris (D., Ark.), who has chaired the subcommittee during its stormy career, introduced bills to carry out major recommendations in the report. Rep. Harris has announced that the bill for tighter control over the tv industry will be among the priority items of business of the House committee on interstate and foreign commerce, which he heads.

■ The bills establish a super-agency to control the allocation of radio frequencies among the various government and private users (H.R. 1162); a bill to license and regulate networks (H.R. 1164); and another to check the sale of stations that have been held less than three years (H.R. 1165).

The network control bill had been introduced by Rep. Harris as part of the package of ideas which ultimately produced the "anti-payola" law passed by Congress last summer. In omitting the network control features from last year's bill, Rep. Harris said he preferred to give it individual attention when the payola problem was out of the way.

Although the committee on legislative oversight has passed into history, the report suggested that Congress set up a permanent subcommittee on regulatory and administrative commissions. This proposal, designed to assure close congressional scrutiny of the operations of regulatory agencies, was believed here to signal a conflict with the report of James M. Landis, President-elect Kennedy's chief advisor on regulatory agencies, who has emphasized that the White House should provide "leadership" for the regulatory agencies.

■ In the report, the subcommittee recommends legislation to license networks, curb station trafficking and prevent payoffs of competing applicants.

It recalled the "hoax" played on the American people through "rigged" quiz shows whose mass audience was built on "manipulation" of audience tension. The subcommittee wondered aloud whether high ratings can be equated with public service. "Broadcast service, if it is to meet the public interest standard required by the Communications Act of 1934," the subcommittee said, "cannot be determined solely by the urge to accommodate commercial advertisers."

■ The subcommittee, however, took the position that FCC and FTC had learned their lesson from the quiz scandal. "It is the subcommittee's expectation that the Communications Act amendments, 1960, enforced by an awakened FCC with the collaboration of alert FTC enforcement of the Federal Trade Commission Act, will go far toward remedying the evils disclosed by our hearings."

The subcommittee branded as "unsound" FCC's concept that program content and balance are the responsibility of the individual stations. "It would seem that if better program content and balance are to be achieved within the constitutional 'free speech' doctrine, the commission must do more than examine the program logs of the individual licensees coming before it for renewal. Realistically, it would seem that the commission must examine the extent to which a particular station's time is monopolized by network programs and the nature of such network programs must also be examined," the subcommittee advised.

The subcommittee asserted that the present system, whereby legal responsibility for program content rests with the stations, "has not worked.

"Where restrictive conditions can be imposed by networks on their affiliates by virtue of superior economic power, it surely makes little sense to focus all responsibility and impose sanctions on the stations alone," the subcommittee commented.

Accordingly, it said, the subcommittee recommends that legislation along the lines of two bills introduced in the last session to regulate or license the networks be introduced early in the 87th Congress.

■ Turning to trafficking of licenses, Chairman Harris' subcommittee took issue with current FCC procedure of examining the "public interest" qualifications of the original licensee, but only establishing minimum qualifications for a buyer.

"The effect has been to nullify the results of the long and complicated comparative hearing to select the most qualified applicant," the subcommittee said.

The problem of not getting the best owner for a station also arises when competing applicants are eliminated through mergers and payoffs, the subcommittee noted. "Although under the Communications Act the commission is still required to determine whether the 'public interest, convenience and necessity' will be served by granting the license or permit to the sole applicant, as a practical matter it appears that in some cases the absence of competitors has militated against a full consideration of the 'public interest' criteria, resulting in so-called 'quickie grants' of licenses or permits to the sole applicant," the subcommittee said.

Chicago Pepsi Bottler Gives BBDO Part of $1,000,000 Account

(Continued from Page 1)

shy of the number handled by the predecessor agency, Kenyon & Eckhardt. The biggest addition was the Canadian account, billing some $1,500,000.

Pepsi-Cola General Bottlers of Chicago is one of the two big independent Pepsi bottlers in the country. It has franchises for Chicago (traditionally a hot Pepsi territory), Louisville, Des Moines, and Kansas City. It spends an estimated $1,000,000 a year on advertising.

■ Prior to BBDO's appointment, the Chicago account was split between Hartman and Kenyon & Eckhardt, with K&E handling the print segment, which was the lion's share of the budget.

Still outside the BBDO net is the other big independent bottler —United Pepsi-Cola Bottlers of Los Angeles. This West Coast bottler, controlled by Bernard Relin, onetime pr chief of Pepsi-Cola Co., broke away from K&E in 1958 and went to Donahue & Coe and then to Young & Rubicam. Y&R's chances of landing the national Pepsi business were said to be impaired by the fact that it did service the Los Angeles bottler. #

'House Beautiful' Boosts Base

House Beautiful, which last September increased its rate base from 725,000 to 800,000, will boost its circulation base another 50,000 to 850,000 effective with its February issue. The magazine said that new ad rates, previously announced in September as $5,650 per b&w page with the February issue, will continue through the magazine's December, 1961, issue.

Reynolds Seeks Discounts for 2nd R.O.P. Drive

(Continued from Page 2)

advertisers to C-I-D contracts and that linage had increased 208,000 lines on the accounts.

The plan provides discounts of up to 13% for advertisers who contract for 13, 26, 39, or 52-week cycles.

■ The newspaper business also is keeping a watchful eye on the emergence of regional package deals offered national advertisers by independent newspapers. For example, five Texas dailies—the *Beaumont Enterprise & Journal, Dallas Times Herald, Fort Worth Star-Telegram, Houston Chronicle* and *San Antonio Express-News*—recently formed a package plan that offered advertisers bulk and frequency discounts of up to 20% on a one-order, single-bill arrangement. The group also offers two optional newspapers, the *Corpus Christi Caller Times* and the *El Paso Herald-Post* and *Times*.

Branham Co., which represents the *Courier-Journal* and *Times* and the Texas Group—and played a leading role in helping to set up rate structures for Texas Group—was instrumental two years ago in helping to form the Georgia Group, comprised of the *Augusta Chronicle & Herald, Columbus Enquirer & Ledger, Macon Telegraph & News* and *Savannah News & Press*. The Georgia Group also offers package discounts in volume.

■ Another regional package—announced last week—involves 33 Pennsylvania dailies which offer national advertisers a 26.7% discount on schedules of 1,000-line ads. The plan also includes a one-order, one-bill feature. Bottinelli-Kimball represents the Penn Group.

Other regional newspaper groups are under discussion, Branham said, but to date no action has been taken.

J. B. Guenther, Branham vp, said he sees a trend today toward the newspaper group, which he feels benefits both newspapers and advertisers and is a way "for newspapers to meet competition from magazines with regional editions."

The reason for the concern over uniform discounts is that many newspaper men are fearful that discounts within the industry will degenerate to a you-name-it-we-got-it level, causing chaos in the business and generally making newspapers harder to buy on the national advertising level.

■ The direction in which newspaper discounts is heading can be discerned in the number of varying discount plans offered by newspapers within the last three months.

According to a tabulation by Moloney, Regan & Schmitt, the November, 1960, Standard Rate & Data Service report showed 54 newspapers with bulk discount plans on up to 50,000 lines, 21 dailies with the C-I-D plan, and 18 newspapers with "other" discount arrangements.

■ According to the newspaper representative's latest tabulation—worked up from the December SR&DS and advance announcements—dailies with bulk discounts have jumped to 67 newspapers, while those offering C-I-D have more than doubled to 53 newspapers. Some of these also offer bulk deals. Newspapers with "other" discount arrangements also doubled to 36 dailies since the November listing. #

Dailies Offering Bulk, C-I-D or Other Frequency Discounts

State and City	Newspaper	Total Circulation	Bulk (50,000 Lines)	Frequency C.I.D.	Frequency Other*
ALABAMA					
Decatur	Daily	14,000	—	X	—
Gadsden	Times	25,900	—	X	—
Jasper	Mountain Eagle	10,300	—	X	—
Tuscaloosa	News	17,600	—	X	—
ARKANSAS					
Little Rock	Arkansas Democrat	87,500	—	X	—
Little Rock	Arkansas Gazette	87,900	—	X	—
CALIFORNIA					
Fresno	Bee	108,900	—	X	—
Los Angeles	Herald-Express	364,700	X	X	—
Los Angeles	Mirror	303,700	—	—	X
Los Angeles	Times	532,100	—	—	X
Modesto	Bee	35,800	—	X	—
Monterey	Peninsula Herald	23,000	X	X	—
Sacramento	Bee	162,400	—	X	—
San Francisco	News-Call Bulletin	212,100	X	—	—
San Jose	Mercury News	108,500	X	—	—
COLORADO					
Denver	Post	262,500	X	X	—
CONNECTICUT					
Bridgeport	Post-Telegram	94,100	—	X	—
Hartford	Courant	113,800	X	X	—
New Britain	Herald	31,200	X	—	X
Waterbury	Republican American	63,000	—	—	X
DIST. OF COL.					
Washington	Post	401,700	—	—	X
FLORIDA					
Clearwater	Sun	19,100	—	X	—
Daytona Beach	News Journal	52,400	—	—	X
Miami	News	147,200	X	X	—
Orlando	Sentinel Star	110,400	—	X	—
Sanford	Herald	6,100	—	X	—
GEORGIA					
Marietta	Journal	13,300	—	X	—
Savannah	News Press	80,800	X	—	X
West Point	Valley Times-News	5,100	—	X	—
HAWAII					
Honolulu	Star-Bulletin	103,200	—	X	—
ILLINOIS					
Chicago	American	454,900	X	—	—
Chicago	News	551,500	X	—	—
Chicago	Sun Times	543,500	X	—	—
Chicago	Tribune	867,900	X	—	—
Galesburg	Register Mail	22,600	X	—	X
Monmouth	Review Atlas	6,400	X	—	—
Peoria	Journal Star	99,900	X	—	X
INDIANA					
Evansville	Courier Press	104,200	—	X	—
Indianapolis	Star-News	374,200	X	—	—
Indianapolis	Times	89,100	X	—	—
Marion	Chronicle Leader Tribune	23,800	—	—	X
South Bend	Tribune	111,800	X	—	X
IOWA					
Clinton	Herald	22,900	X	—	—
Des Moines	Register-Tribune	358,100	X	—	—
KENTUCKY					
Bowling Green	Park City News	11,400	—	X	—
Louisville	Courier Journal-Times	391,300	—	X	—
Mayfield	Messenger	7,000	—	X	—
LOUISIANA					
New Orleans	Times-Picayune-States Item	366,400	X	—	—
MARYLAND					
Baltimore	News Post	231,200	X	—	—
MASSACHUSETTS					
Boston	Herald Traveler	355,600	—	X	X
Quincy	Patriot Ledger	48,000	X	—	X
Worcester	Telegram-Gazette	150,600	X	X	—
MICHIGAN					
Battle Creek	Enquirer & News	38,200	—	—	X
MINNESOTA					
Duluth	Herald News Tribune	80,000	X	—	—
Minneapolis	Star Tribune	527,200	X	—	—
St. Paul	Dispatch Pioneer Press	220,000	X	—	—
Winona	News	21,600	—	—	X
MISSISSIPPI					
Jackson	Clarion Ledger Daily News	92,700	X	X	—
MISSOURI					
St. Louis	Globe-Democrat	339,100	X	X	—
St. Louis	Post-Dispatch	385,600	X	—	—
Springfield	News Leader & Press	65,500	—	X	—
MONTANA					
Great Falls	Tribune Leader	43,100	X	—	X
NEBRASKA					
Omaha	World Herald	250,100	X	—	X
NEVADA					
Las Vegas	Review-Journal	24,700	—	—	X
NEW JERSEY					
Bayonne	Times	15,200	—	—	X
Elizabeth	Journal	52,900	X	—	—
Hackensack	Record	99,300	X	—	X
Passaic Clifton	Herald News	71,200	X	—	—
NEW YORK					
Amsterdam	Recorder	13,800	—	—	X
New York	Herald Tribune	352,500	X	—	X
New York	News	2,004,000	X	—	—
New York	Times	686,200	X	—	—
Syracuse	Herald-Journal Post-Standard	229,900	X	—	—
NORTH CAROLINA					
Fayetteville	Observer	28,200	X	—	X
Goldsboro	News Argus	12,600	—	X	—
Morganton	News Herald	6,000	—	X	—
OHIO					
Cincinnati	Enquirer	217,400	X	—	X
Cincinnati	Post Times Star	274,900	X	—	—
Cleveland	Plain Dealer	319,700	—	—	X
Lima	Citizen	25,200	—	X	—
Toledo	Blade & Times	216,700	X	X	—
OREGON					
Eugene	Register Guard	39,600	X	X	—
Portland	Oregonian	200,100	X	—	X
PENNSYLVANIA					
Allentown	Call-Chronicle	104,100	X	—	—
Erie	Times News	79,800	—	X	—
Harrisburg	Patriot-News	117,300	X	X	—
Homestead	Messenger	8,700	X	—	—
Lancaster	New Era Intelligencer Journal	81,400	X	—	—
Levittown Bristol	Times Courier	34,900	—	X	—
Oil City	Derrick News Herald	22,400	X	—	X
Philadelphia	Inquirer	606,800	X	—	—
Philadelphia	News	260,600	X	—	—
Pittsburgh	Post-Gazette and Sun-Telegraph	310,200	X	—	X
Pittsburgh	Press	368,400	X	—	—
Scranton	Tribune Scrantonian	34,500	X	X	—
SOUTH CAROLINA					
Orangeburg	Times & Democrat	8,100	—	X	—
Spartansburg	Herald Journal	45,500	—	X	—
Sumter	Item	9,300	—	X	—
Union	Times	5,300	—	X	—
SOUTH DAKOTA					
Sioux Falls	Argus Leader	50,900	—	X	—
TENNESSEE					
Bristol	Herald Courier and Virginia Tennessean	28,600	—	X	—
Cleveland	Banner	7,200	—	X	—
Elizabethton	Star	5,800	—	X	—
Marysville-Alcoa	Times	10,200	—	X	—
Memphis	Commercial Appeal and Press-Scimitar	367,100	X	—	—
Nashville	Banner Tennessean	232,700	—	X	—
TEXAS					
Corpus Christi	Caller Times	91,800	X	—	X
Houston	Chronicle	205,800	X	—	X
Houston	Post	218,000	X	—	X
Houston	Press	102,500	X	—	—
San Antonio	Light	110,700	X	—	X
VIRGINIA					
Clifton Forge	Review	2,800	—	—	X
Pulaski	Southwest Times	4,700	—	X	—
Radford	New Journal	3,500	—	X	—
WASHINGTON					
Everett	Herald	29,600	X	—	—
WEST VIRGINIA					
Charleston	Gazette Daily Mail	122,800	X	—	—
WISCONSIN					
Eau Claire	Leader Telegram	27,300	—	—	X
La Crosse	Tribune	33,200	X	—	X
Milwaukee	Journal	371,000	X	—	—
Wisconsin Rapids	Tribune	9,500	—	X	X

*Does not include newspapers with only full page or color discounts

SOURCE: SRDS—December 1960 and Advanced Releases. Prepared by: Moloney, Regan & Schmitt Inc.

Supplemental List of Newspapers Offering Discounts

Compiled by Advertising Age

ARKANSAS

Blytheville Courier-News — C-I-D
Searcy Citizen — C-I-D

MISSISSIPPI

Greenville Delta Democrat-Times — C-I-D

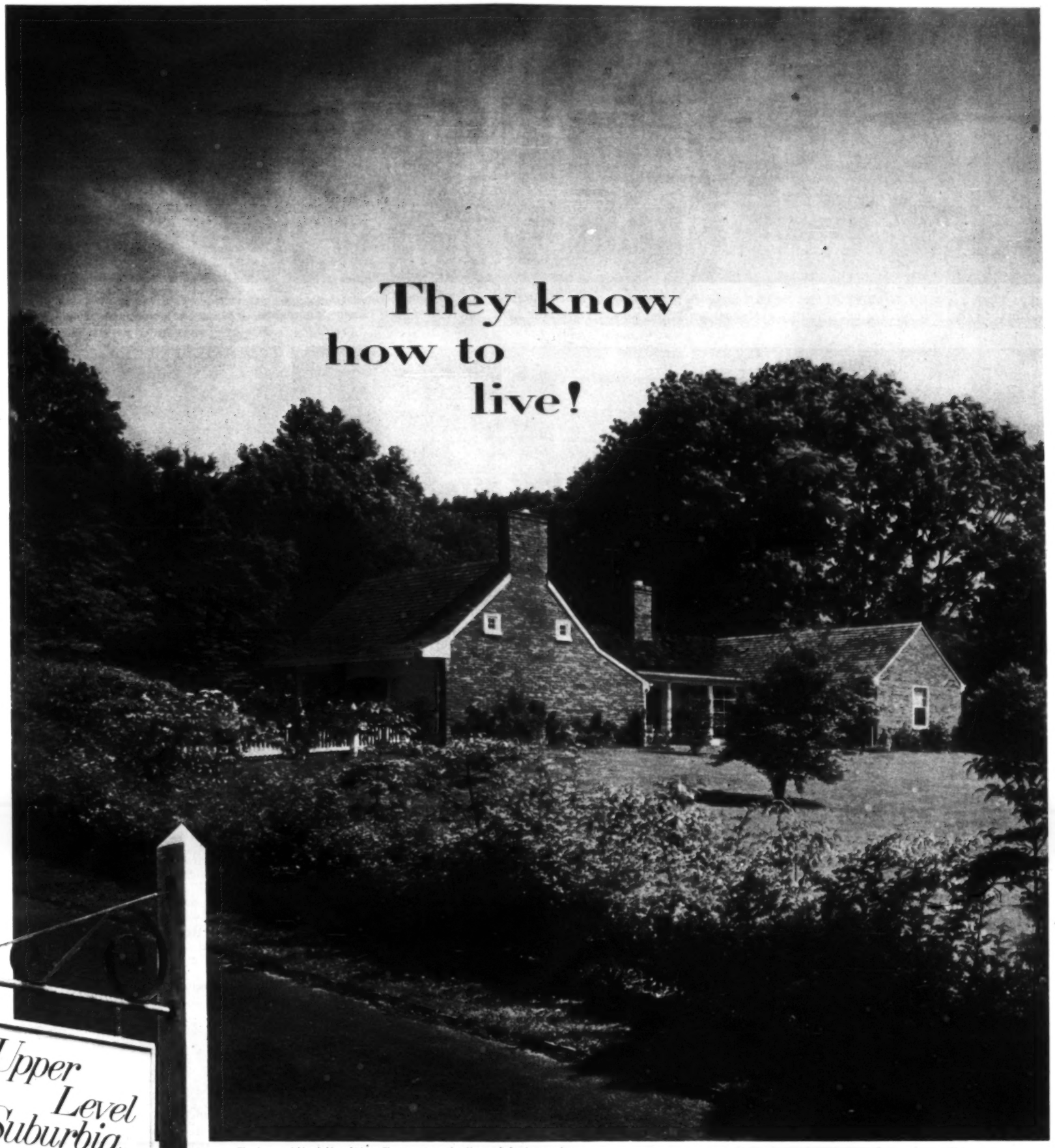
VERMONT

Wichita Falls Times and Record News — C-I-D and bulk

TEXAS

Burlington Free Press — C-I-D and bulk

In upper-level suburbia...



The home of Mr. & Mrs. Sidney Thayer—a regular House & Garden reader

They rely on

The *best* of the *new* is always on view in upper-level suburbia where families of above average taste and income make their homes.

You see it everywhere in these higher echelon suburban areas . . . a new freedom . . . a better way of life. Here's where entertaining is a *lively* art, decorating a *continuing* interest, furnishing, building, gardening the heart of a multitude of activities. For these suburban families, the axis of their world and the center of their interest, is the *home!*

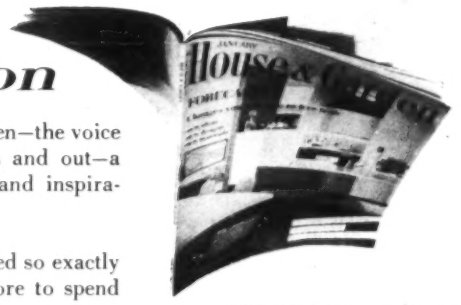
There is no sign that the tremendous population growth in upper-level suburbia will subside. And growing as fast as upper-level suburbia itself, is House & Garden—the voice of authority on decor—indoors and out—a trusted source of information and inspiration for over 800,000 families.

No other magazine is tailored so exactly to the people who have more to spend and live so well!

No other magazine offers such a devoted audience!

And no other magazine—OF ALL MAGAZINES PUBLISHED*—reaches as high a concentration of suburban circulation as HOUSE & GARDEN!

*STARCH 1960 CONSUMER MAGAZINE REPORT



NOW AVAILABLE—a close-up view of upper-level suburbia, in a revealing new series of community profiles, beginning with Darien, Connecticut. For your free copy, contact the office nearest you.

A Condé Nast Publication, 420 Lexington Ave., New York 17 • Boston • Chicago • Cleveland • Los Angeles • Miami

SERVICE—*These scenes from an El Al commercial compare the luxury service of a first class flight in the first picture with the three-abreast seating of an economy trip. The gentleman in the second photo seems pleased with the arrangement until the journey's end (at right). This is one of three commercials being run by the airline on WNTA-TV.*

AMERICAN TRANSLATION—*These pictures are from a commercial for El Al Israel Airlines which flashes badly translated "American" sub titles on the tv screen. The camera pans quickly when the Italian in the first scene above mentions his brother in Brooklyn. In picture two, the Frenchman's words are censored when he mentions El Al's stewardesses. Even the Englishman's heavy British accent demands a translation into American, as shown in the last picture.*

El Al Bares Air Travel Ad Taboos on Seating, Price

3-Abreast Seating Can Be Beautiful; Price Is Uniform, TV Copy Says

NEW YORK, Jan. 4—El Al Israel Airlines chose sponsorship of WNTA-TV's "Play of the Week" for its first flight on television because it believes the program delivers primarily an adult audience with high educational and income levels—ideal prospects for transatlantic air travel.

Starting in November, the airline began running one commercial daily in the seven-days-a-week show; the schedule is to run through May. Included in the series are three one-minute announcements.

The ads deal with subjects which have been avoided by airlines in the past, according to Doyle Dane Bernbach, Inc., El Al's agency. They refer to (1) the fact that seating is three abreast on all economy class flights across the Atlantic, and (2) that all airlines charge the same fares.

The decision to discuss these subjects was made after a study by *Time* and *Life* showed the public to be most confused about fares and the differences in service offered in first class and economy flights. Because most ads stress the luxury of first class flights, economy passengers (80% of air traffic) are often disappointed when they see that seating is three abreast, DDB pointed out.

■ The commercial dealing with service shows first a haughty, elderly woman enjoying the luxuries of a first class trip. The scene then shifts to an economy flight, with a man finding a seat between two lovely females. The audio explains:

"This is an economy class seat. You sit three abreast on all the new jet-powered airliners.... but that might not be the worst place to be. This is the seat to take if you'd rather spend it there than spend it going." It concludes: "The important thing is: Both first class and economy seats.... arrive at the same time."

The ad on fares opens with three people running around in circles, while an announcer says: "Today many people are confused about the cost of air fare to Europe and back. Perhaps you've seen $320 advertised. Perhaps, $305. Or, perhaps, even $293. $293 will get you to Europe all right—as far as Shannon. $305 will take you to Europe, too—as far as Glasgow. But $320 is the lowest fare that takes you all the way ... to London, regardless of which airline you fly."

■ The third commercial in the series is a humorous take-off on the subtitles used with foreign movies. The ad was created to show that El Al flies to London, Paris and Rome, as well as to Tel Aviv. The loosely translated subtitles are used even when an Englishman speaks in the ad.

General TV Network produced the commercials. #

MAAN Sets West Coast Meet

The Mutual Advertising Agency Network will hold its annual meeting Feb. 9-11 in San Francisco, the first time the group has met west of Chicago. Kennedy-Hannaford is the host agency. Featured speaker at the first session will be Clyde Bedell, advertising consultant and ADVERTISING AGE columnist.

Kerr Accepts FTC Decree

Kerr Glass Mfg. Corp., Sand Springs, Okla., has consented to an order forbidding it to discriminate in paying allowances, according to the Federal Trade Commission.

'Chicago Tribune' Ad Revenues Hit $72,000,000 in '60

CHICAGO, Jan. 3—Advertising revenues of more than $72,000,000—for a total of 56,300,000 lines—have been reported for 1960 by the *Chicago Tribune*. Both totals were alltime highs in the newspaper's 113-year history.

Retail advertising accounted for 28,000,000 lines, also a record.

■ Factors credited with the increase included: (1) 20% more advertising by automobile manufacturers in 1960 than in 1959, boosting the automotive total to 1,110,000 lines; (2) a 13% increase in display advertising by builders and real estate companies to a total of 1,670,000 lines; (3) a gain of 18% in *Chicago Tribune Magazine* linage; and (4) a total of 13,150,000 lines of classified advertising, primarily reflecting increases in the automotive, real estate and rental classifications. #

'Tempered Optimism' Is Chilton's Outlook on '61 Business

PHILADELPHIA, Jan. 3—As a whole, the editors of Chilton Co.'s 19 business publications view the new year's probable status of business with "tempered optimism" says G. C. Buzby, Chilton president.

"Their predictions run all the way from record highs in the shoe and liquified petroleum gas fields, to the anticipation of a slow start and second quarter improvement in metalworking. In fact, the editors of *Iron Age* anticipate that steel production in 1961 will come close to 100,000,000 tons, which will be about the total produced in 1960.

"A 5,800,000 passenger car year and truck production substantially the same as 1960 are looked for by our automotive editors, and our magazine, *Food Engineering*, looks for an increase in food volume ranging from 2% to 7%," he said.

■ Though not as "brilliantly golden" as they appeared a year ago, the '60's are not without promise, says Mr. Buzby. "While uncertainty may continue during the first half of 1961, the combination of consumer spending, increased business investment and government spending should make the latter half of the year, at least, a prosperous period," he said. #

Stevenson, with 'Business Week' Since 1935, Retires

John H. Stevenson, New York district manager of *Business Week* since 1935, retired Jan. 1.

John Stevenson

In all, he has sold more than $11,000,000 worth of ad space for the magazine, and holds *Business Week's* longest record of service.

Weed Names Melnikoff

Marvin D. Melnikoff, previously director of research and editorial staff member of *Television*, has been named to the new post of marketing and research director of Weed Radio Corp. and Weed Television Corp., New York, station representatives. Weed TV has been named national representative for KTEN, Ada, Okla., formerly handled by Paul H. Raymer Co.

Wisconsin Wire Names Cramer

Wisconsin Wire Works, Appleton, has named Cramer-Krasselt Co., Milwaukee, to handle its advertising and public relations. Jack C. Wemple Advertising, Green Bay, is the previous agency.

Romney Retracts Remarks on GM Overseas Facilities

DETROIT, Jan. 4—George Romney, president of American Motors, has apologized to General Motors on his statements of last Dec. 15 (AA, Dec. 19) and indicates he will not pursue the issue further, either in press interviews or in his company's advertising.

Mr. Romney said he was mistaken in his words that charged General Motors with intent to use its facilities abroad for importation of automotive components into the U.S. His press release did not include any like retractions of his thoughts on Ford Motor Co.

His statement said:

"In the verbatim account of my press conference statement in New York on Dec. 15, there was a seriously inaccurate assertion.

"General Motors is charged with intention to use its facilities abroad for importation of components into the U.S., and for the purpose of disregarding national boundaries and policies. Such facilities were not established for that purpose, and there is no evidence of that intention now.

■ "One other comment to avoid possible misinterpretation: Where I made broad reference to the automobile industry, I did not intend this necessarily to include every company in the industry. For example, when I pointed out the decline in Michigan's share of total U.S. automotive employment, I was not attributing any deliberate action to any single company, large or small. I was simply noting and generally interpreting the statistical fact.

"I want to make this correction in a statement that was widely distributed in news media through advertising and other means, for the simple reason that I was wrong in these specific assertions." #

Teachers Feel Ad Education Needs More Stature as Academic Discipline

ST. LOUIS, Jan. 4—Advertising instruction in U.S. colleges can be improved by fostering the attitude that advertising education is an academic discipline.

That's the consensus of 105 advertising teacher members of the American Marketing Assn., who have replied to a questionnaire sent to the 175 faculty members belonging to the association. The survey's results were revealed at the winter conference of the AMA here last week.

The teachers felt advertising should be taught from the viewpoint of business management. Under this approach, they said, students should study advertising as a broad decision-making function of marketing, with these areas of instruction: (1) Advertising and the marketing mix concept; (2) the organization for advertising; (3) the advertising budget; (4) the advertising plan; (5) the execution and control of the plan; (6) the creation of the advertising campaign; (7) the analysis of media; and (8) determining the advertising's effectiveness.

■ Among ways to improve the effectiveness of the instruction, the teachers listed the following items of internal advice: (1) Followup of former students to find out how they think the course can be improved; and (2) seeking the cooperation of advertising practitioners, including seminars with them to assist the teacher in keeping abreast with new developments and the creation of campaigns for classroom presentation.

The survey found that advertising courses in U.S. colleges and universities at the present stress theory, relegating practice to a low second-place position.

Only two of the 105 respondents supported a much more practical approach to advertising instruction, now seen as about 70% theoretical and 30% practical.

■ The teachers, 48.6% of whom have masters' degrees and 45.7% doctoral degrees, reported that basic courses in advertising consist usually of a three-hours-a-week offering. The number of courses, usually one to three, is small compared to an average of 60 in journalism.

According to the survey, the first in a series of AMA monographs on the subject, in most universities the beginning advertising student is an upper classman who has already had basic marketing, economics or both.

More than 64% of the teachers said they use guest speakers some time during the course. About 54% of the speakers were local agency men and the remainder out-of-towners or business men not in advertisers.

SCIENTIFIC APPROACH URGED BY AMA CHIEF

ST. LOUIS, Jan. 4—The scientific marketing manager must state the alternative uses of the marketing dollar in advance and then subject the profitability of various marketing mixes to study, William F. O'Dell, president of the American Marketing Assn., told AMA members at the winter convention here last week.

Mere allocation of the marketing dollar is not scientific marketing management, he said. He also advocated the use of formal reasoning, which, he said, is the second criterion of scientific marketing management.

"Could it be that the rise of motivation research is evidence of the unwillingness of many marketing people to think rationally?", he asked. Mr. O'Dell, head of Market Facts, Chicago, pointed to motivation researchers, who, according to him, are often guilty of inductive leaps that lead to generalizations far beyond the observations.

■ Mr. O'Dell appealed to the members to apply themselves to the problem of marketing management. "If we in this maturing discipline, marketing, fail to do something about an efficient allocation of the marketing dollar, some other discipline, perhaps one more mature, will assume the responsibility," he said. ≡

In FAIRBANKS People Buy The Products Advertised In This Paper

Alaskans shop daily . . . with their Alaskan dailies. Stake your claim in our booming 49th state by placing your ads in one of Alaska's most successful dailies. Call your West-Holliday man for complete information.

One of five great Alaska Dailies

REPRESENTED BY: West-Holliday Co. Inc. Owned and operated by Nelson Roberts. NEWSPAPER PUBLISHERS REPRESENTATIVES and Associates
NEW YORK · CHICAGO · DETROIT · DENVER · LOS ANGELES · SAN FRANCISCO · PORTLAND · SEATTLE

A GROWING MARKET IS A Going MARKET!

Talk about growth! In the ten year period, 1950-1960, population in The Tampa Tribune and The Tampa Times 24-county Sales Area shot up to 1,275,958*- up 75.1%!

And sales rocketed upward, too! In 1959 total Retail Sales climbed to more than a billion and a half dollars — 24.6% of the State's total!

You can get this *big bite* of Florida's present *and future* sales with *one buy* — The Tampa Tribune and The Tampa Times low-cost combination.

These aggressive newspapers deliver substantially 100% household coverage of fast-growing Tampa — and 48.1% average daily household coverage in 24 rich, busy West Coast and Central Florida counties—*the biggest one-buy newspaper coverage north of Miami and south of Jacksonville!*

Cash in on this *growing-going* sales market! Schedule your advertising in The Tampa Tribune and The Tampa Times. For more facts, write us or contact any Sawyer-Ferguson-Walker office!

NOTE: Pinellas County figures are less City of St. Petersburg.

**Market Data — SM 1960 Survey of Buying Power. Population — 1960 U. S. Census.*

THE TAMPA TRIBUNE
MORNING AND SUNDAY
THE TAMPA TIMES
EVENING
Represented Nationally by Sawyer-Ferguson-Walker Company

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1960 49,928

HELP WANTED

MAGAZINE SALESMEN

Magazine Sales Manager for U.S.A. and foreign circulation work. Worldwide operation—permanent, highest pay. Write experience fully. Apply

MARK STEELE
2601 MICHIGAN STREET
MICHIGAN CITY, INDIANA

Challenging opportunity in expanding advertising department of manufacturer of ethical pharmaceuticals and biologicals. Experience in editorial and advertising work essential. Send complete resume with salary requirement to **Norden Laboratories Inc., Lincoln, Nebraska, Attention, Personnel Manager.**

DIRECT MAIL

Factory office selling sundries. Every business and segment nationally—has spot for mature resourceful worker. **401 Presbyterian Bldg., Nashville, Tenn.**

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
154 E. Erie St., SU 7-2255, Chicago.

ARTIST FREELANCE: EXPERIENCED. CREATIVE LAYOUT. SPACE AND MIN. GUARANTEE.

Box 4416, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Write for free copy, "National Employment Reports." Describes hundreds of $7,000-$35,000 Executive job openings. **National Employment Reports, 20 E. Jackson, 902-G, Chicago 4.**

BETH TURNBULL NEEDS:

1. Art Directors—Industrial and Pharmaceutical accounts—in and out of town.
2. Men and Women for Production Art.
3. Creative Layout artists with retail agency and studio experience.
4. Experienced retouchers-B&W and Color.
5. Many apprentices

BARNARD PERSONNEL
220 South State St., WA 2-2306

ADVERTISING MANAGER

Oppty for mature adv. man with large dairy mfr. N.Y.C. location. Mfr. pkg. goods exp. preferred. Submit complete resume incl. salary requirements.

Box 4418, ADVERTISING AGE
630 Third Ave., New York 17, New York

MOLENE PERSONNEL SERVICE

publicity ..... editors
adv. managers ..... copywriters
Artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

SPACE SALES

Opportunity in Chicago—Midwest area for young, aggressive space salesman. Established trade magazine. Good commission, draw. Will turn over current business now running. Send resume.

Box 4417, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

COPYWRITER WANTED!

Excellent opportunity in big 4A advertising agency for young copywriter with industrial and hard goods experience. Agency or mail order preferable, $7,000-$9,000. Write

Box 4435, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

FREE LANCE PUBLIC RELATIONS

Seasoned newspaperman offers taste and economy for Chicago clients.
PRESS DIRECTIONS, Room 1914, 343 S. Dearborn St., P. O. Box 1359, Chicago 90.

SPIRIT OF ST. LOUIS less than intoxicates this print-broadcast creative man, who wants cons-ind'l copy or copy-contact Detroit, NY, Chi. Much-tested, never-wanting (8 yrs: 4 Detroit, 2 Pittsburgh) as Cr. Dir., AE, senior copy, asst ad mgr. Knowledgeably driving 35 with worth-proving Book—chemicals, apparel, beer, white goods, controls, gas-oil, many others. Just your note for resume.

Box 4409, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXPERIENCED SPACE SALES AND MANAGEMENT

Know only how to sell successfully in Ohio, Western Pennsylvania and Detroit for twelve years.
Consumer, Trade and Business field. Knowledge of Agencies and Clients. Top Management coverage.
Salary or Commission.

Box 4419, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

I WANT IN!

Alert, aggressive, mature man with a proven record of sales and executive ability as Sales Manager and General Manager has a sincere desire to put talents to work in advertising. Willing to start at bottom. Will work up. Complete resume and references on request.

Box 4420, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Civic and Political Public Relations

Career specialists in lobbying, civic and political campaigns, legislative reports, and related fields are ready to help you serve your clients.
Social Engineering Associates
343 South Dearborn Street
Chicago 4, Illinois

EXPERIENCED COPYWRITER

Seeks agency or mfg. position. 24, vet, marr., coll; good retail exp.; samples.

Box 4421, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING SPACE REP.

Five years retail display exp. with major NYC paper. Alert, intelligent, articulate, full of drive. Int. only in mag. spot NY area with mgmt. potential. 34, M.A. married, now employed.

Box 4422, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

Ambitious young man (32) with seven years well rounded advertising background in the allied fields, will be available February 1, 1961. He seeks a reasonable opportunity with realistic salary. Trained in 4A Agency producing films for national accounts. Also supervised small film company with both administrative and technical responsibilities. Artistically inclined qualified illustrative photographer. College and practical education, will locate where sound growth potential is existing. Job Objective: to be associated with and contribute creatively and loyally to a television department of an advertising agency." Details will be prompt upon request.

Box 4430, ADVERTISING AGE
630 Third Ave., New York 17, New York

"OLD" SPACE SALESMAN

Only 37 years in age but with 18 years newspaper experience; all with top national farm newspaper. Know every space buyer and ad manager in Chicago and near by states. Can sell them your space; won't ask fortune for doing it.

Box 4434, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Midwest radio-newspaper salesman wants trade magazine sales, journ grad, 29, relocate.

Box 4423, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ONE MAN SALES PROM. DEP'T.

Major agency sales prom. executive, expert direct mail, contests, premiums, POP, demonstrations, phone campaigns, special promotions and tie-ins. N.Y. location.

Box 4424, ADVERTISING AGE
630 Third Ave., New York 17, New York

HARK! Young man Age 23; single, draft deferred, alert and responsible seeks trainee position. Two yrs advg exp. Chance to land him for sake of your firm.

Box 4425, ADVERTISING AGE
630 Third Ave., New York 17, New York

NEED ACCOUNT EXEC. OR ADV. MGR? 15 yrs. experience—electrical, plastics chemical, retail. Young, capable $10,000

Box 4426, ADVERTISING AGE
630 Third Ave., New York 17, New York

Potential Agency Copywriter

Want to learn from a real pro how to write top-notch ads for LIFE, SEP, TV, etc. Have some experience in retail, industrial copy. Chicago only.

Box 4427, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DESIGNER-ART DIRECTOR LOOKING FOR POSITION ON ALERT ADV TEAM

Successful, but wants to grow farther, (creative atmosphere will help). 8 yrs. exp. printer, agency, studio. Many top products. Strong on simple, exciting approaches. Age 32. Family. Slightly expensive. Will relocate. Resume, samples on request.

Box 4428, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

ADVERTISING SPACE SALESMAN seeks opportunity to become a legend in his time. Seasoned, resourceful, profitable.

Box 4365, ADVERTISING AGE
630 Third Ave., New York 17, New York

ACCOUNT EXECUTIVE/AD MANAGER

Strong agency marketing background primarily major food accounts. Exp. all phases account management in meat packing, baby foods, dairy, candy, menswear industries. Creative, young (31), top references.

Box 4429, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

CHALLENGING OPPORTUNITY for seasoned space salesman, for national trade monthlies, construction classification, to cover Michigan-Indiana, based in Detroit. Excellent future with multi-publication firm, moderate size, solid, growing faster than its field—itself a growth industry. Good income for right man, and more to come for the man who produces. Position open now. Send complete resume to

Box 4413, ADVERTISING AGE
630 Third Ave., New York 17, New York

Chicago Rep Wanted for two Monthly Trade Papers. Immediate Commissions on Running Business. Preference given to Small, Energetic Firm.

Box 4431, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES AVAILABLE

MIDWEST PUBLISHERS REPRESENTATIVE

Experienced personnel with well established regional offices interested in adding one more top quality publication. Can offer complete midwest advertising sales coverage and know-how to reputable publisher. Write to

Box 4432, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Tell your 1961
CARTOON
problems to
WIN
518 Walsh St., Grass Valley, Calif.

BUSINESS OPPORTUNITIES

TRADE PUBLICATION, apparel field. Well established, profitable. Priced about annual gross; terms.

Box 4433, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Opportunity for associate, who dislikes routine and is free to travel South-West. Light duties earning $25,000 yearly. Working capital necessary $6,500. Details to

Box 4436, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

OPPORTUNITIES FOR WRITERS

Increase your earnings by writing for free lance markets. Send for Free Personal Report and sample copy of nation's largest magazine for writers.
WRITER'S DIGEST
22-5 E. 12th St., Cincinnati 10, Ohio

FREE LANCE COPY-LAYOUT IDEAS—ads, folders, catalogs, etc. Imaginative, resourceful—indust., consumer, corp., ads—copy-layout to finish. Reasonable.

Box 4415, ADVERTISING AGE
630 Third Ave., New York 17, New York

IDEAL SPACE
for small agency or publisher. 1 block off Mich. Ave. Call **SU 7-7280**

INSTITUTIONAL FOOD WRITER

There is an opening in Chicago for a writer who is now specializing in the institutional food field. The man or woman for whom we are looking should have a complete understanding of the latest merchandising trends in this booming field. This person will be preparing editorial material for several national trade associations whose members' sales comprise a very large share of the institutional food sales.

Opportunity is limited only by the individual's initiative. If you believe you qualify, please write:

Box 543, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BURGEONING MAGAZINE NEEDS A CHIEF

Our newest magazine is going great guns. It needs a leader to keep it growing. We are a major midwestern technical magazine publisher with fine working conditions, pension and insurance programs and other career-worthy advantages. The man we seek will be experienced in publishing to the original equipment/design market, he will be capable of planning and executing editorial and sales programs, he will send a complete resume (in confidence, of course) to

Box 540, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

Procter & Gamble Television Commercial Production Supervisor

Here's an unusual opportunity in the field of Commercial Production with one of the country's leading television advertisers.

The man we want is under 32, and has had several years of commercial television production experience with an agency, an independent producer, or a television station or network—enough experience to enable him to quickly assume responsibility in our organization.

The man we employ will, after a short indoctrination period, take over the responsibility of working with our Advertising Agencies on all phases of the television commercial production for several of our major consumer brands. His job will be to do everything that can be done, from the client's point of view, to achieve top quality television commerical production. This will involve representing the Company in production planning discussions with the Agency and with the outside producer, attending the actual shooting of commercials and giving advice and guidance on matters such as casting, sets, etc.

While this position calls for a high degree of creative ability, it also requires good business administrative ability, since a large part of this job is concerned with the business management of our production operation.

If you feel that you can qualify for this position, please write and tell us about yourself. All replies will be handled in confidence, and no contacts will be made until we have your permission.

Mr. H. H. Wilson, Jr.
Procter & Gamble, Dept. AA-19
P. O. Box 599
Cincinnati 1, Ohio

HUMAN HEAD FOR SALE

Perfect Working Order
Full Size
Available Immediately

THIS HEAD IS

Flexible enough to fit your needs
Big enough to give orders
Small enough to take orders
Young enough to give years of ulcer-free service
Responsible morally and financially
Early forties, married, 2 children (both by same wife)

THIS HEAD HAS

Successful sales and administrative record, V.P. and Gen. Mgr. (51 employees) Gen Sls. Mgr. (63 salesmen)
COLLEGE DEGREE
Complete resume of employment, education, accomplishments and references on request.

THIS HEAD CAN

Quickly assume administrative or sales responsibilities, promote and sell, THINK FOR ITSELF.

THIS HEAD HAS NEVER HAD ANY MOUTH TROUBLE . . .

your reply will be treated with the utmost confidence.

WRITE TODAY
BOX 531, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Outstanding opportunities in Montreal for

GRAPHIC ARTISTS

of proven ability!

REQUIRED:

ARTIST: for crisp show-card and reproduction lettering. Fast and efficient. Six years experience a must.

ARTIST: to prepare final artwork on overlays from supplied comprehensive sketches.

. . . at least six years experience in Agency Studio or Printing Trade.

HOT PRESS OPERATOR: Fast, efficient, hand lettering skill an asset.

IF YOU MEET REQUIREMENTS OF ANY OF THESE POSITIONS SEND RESUME AND REFERENCE IMMEDIATELY TO:

Box 524, Advertising Age
200 E. Illinois Street
Chicago 11, Illinois

Challenging, lifetime opportunity for
Retail Advertising
MANAGER

Major dept. store in central Michigan wants seasoned, ideaful promoter with talent to sell store and its mdse. simultaneously. Prime requisites: Copy that sells itself and provable technical competence. Rewards: Good salary and early advancement. Full details to Box 522, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois

FEMALE FOR HIRE

Young widow (29), creative, intelligent, talented & ambitious. New York background in TV production, script writing and ad copy.

Seeks advertising or PR work at reasonable salary.

Box 538, Advertising Age
200 E. Illinois St.
Chicago 11, Illinois

CREATIVE DIRECTOR WANTED

By medium-size, quality-minded Chicago advertising agency.

Got a good copy background? Know how to work copy and art together to produce top-flight ads? Can you come up with the big idea—and inspire others to come up with a bigger one? Like the responsibilities of running a department? Then please write us—fully and in confidence (our staff knows of this ad). This could be the job for you.

Box 544, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

Our 49th Year

SALES PROMOTION—Merchandising growing Chi. agency $15,000
CREATIVE Copywriter—mid-west agcy. Chi. interviews in Jan. 10-15,000
SPACE SALES—trade pub. Chi. & Mid-west territory 10,000
SPACE SALES—Trainee excel. oppty to enter field 5,000
MANY MORE—MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, Ill.
Phone: CEntral 6-5353

ACCOUNT EXECUTIVE

Major Pittsburgh 4A Agency. Man with strong experience on industrial accounts, preferably heavy chemicals. Adept in writing good trade paper copy. Excellent opportunity. Submit resume and salary requirements to Box 532, Advertising Age, 630 Third Ave., New York 17, New York.

ADVERTISING STATISTICIAN

wanted for the Advertising Department of the Heath Company, Benton Harbor, Michigan, leading manufacturer of hi-fi and other electronic equipment. The young lady we hire will devote her full time to planning, securing, analyzing, and reporting advertising statistics. This important job requires a definite experience background of a similar nature with an agency or manufacturer. The rewards include a good salary, liberal company benefits, pleasant working conditions in a modern plant located on the shores of Lake Michigan, and ideal living conditions in a resort area just two hours from Chicago.

Send complete resume to
C. M. Edwards
Director of Advertising
Heath Company
Benton Harbor, Michigan

New "GOLDEN AGE"
Senior Citzens Mailing List
150,000 Retired Business & Professional
Gentlemen—Well-to-do Circumstances—at Residences. (Commissionable)—Contact:
HERBERT DUNHILL & ASSOCIATES
55 E. Washington, Chicago 2, Ill., DE 2-0580

WEST COAST man in East returning West. Wide exp all media, mkt analysis, sales, promotion, art. Seek connection: Agency, Ad Mgr, Publication, RadioTV. (Ore, Wash, Cal, Ida, Ariz)

Write Box 533, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

BRIGHT KNOWLEDGEABLE RESEARCHER NEEDS JOB

Research Mgr. of 4A agency now available. 8 years agency research, all phases: sales, media, consumer and administration. 6 yrs. with present agency. Age 32. Ready for top job with agency, manufacturer, network or research co. Box 536, Advertising Age, 630 Third Avenue, New York 17, N. Y.

WANTED—ACCOUNT EXECUTIVE

Modest sized Chicago agency, with excellent reputation is looking for the right man who can bring along some established billings. Must be self-starter.

An excellent opportunity is offered for growth with this young agency, with top cooperation and conditions.

Give full details, in confidence, as to background, future plans, etc. Our associates are aware of this advertisement.

Box 539, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

AN URGE TO MERGE?

We're a skilled, sagacious, solid . . . and small agency (about $500 M). We would like to make it about $1,000,000. If you're like us you have positive feelings about the benefits of merger and you appreciate its potential. Let's hear from you. *Please, no window shoppers.*

Box 530, Advertising Age
630 Third Ave., New York 17, N. Y.

P-I RADIO

For $50, we'll address your P-I offer to 366 U.S. radio stations having confirmed interest in P-I offerings. All states represented except Alaska, Hawaii, Indiana.

Jones, Brohard & Company
2707 McKinney, Dallas 1, Texas
TAylor 7-5657

WE KNOW THIS MAN

Blue chip company must make available a talented marketing and merchandising man. Profitable experience with agency-manufacturer. Management potential at 31. Single and can relocate from an eastern city.

Box 537,
ADVERTISING AGE
630 Third Ave., N. Y. 17, N. Y.

TRADE ASSOCIATION ACCOUNT EXECUTIVE

This Chicago firm is seeking an account executive. We are most interested in your inherent drive and your ability to exercise executive guidance and leadership in a multiple trade association management organzation.

Member firms of our client groups include some of the largest companies in the country, and you will be working with major executives of these firms.

Starting salary is open. Our compensation plan represents an opportunity unexcelled for those who are genuinely interested in their future and who recognize that executive remuneration comes primarily through ability and hard work.

If we have sparked your interest, tell us about yourself in a letter. All replies will be held confidential.

Box 542, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ART WORK BY MAIL
PERSONAL SERVICE
Write to RAYMOND LUFKIN
Tenafly, New Jersey
Telephone LOwell 8-4860

BIRCH *Personnel Service, Inc.*

The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

ART DIRECTOR

Versatile artist capable of building dept. for lithographer specializing in full color only; design and mechanical for stationery, ad pieces, etc. Near Nyack, N.Y. Write full details Box 541, Advertising Age, 630 Third Avenue, New York 17, New York.

DON HARRIS NEEDS . . .

this week only men already in his files except for this.
LAST CALL: Creative director (copy, art, print, broadcast). Effective with clients and in getting the best from his creative team. Important Midwest agency that respects fresh creative concepts. . . . $25M

DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago, WA 2-9400

Campbell to Repeat Soup 'n Crackers Push in 4 Media

CAMDEN, N. J., Jan. 4—Campbell Soup Co. will repeat its biggest annual winter promotion, "Soup 'n Crackers," during January and February when soup sales are at their peak.

Supporting the campaign will be color pages in *Life*, *Look*, *Parade*, *Reader's Digest*, *The Saturday Evening Post*, *This Week Magazine*, the First Three Markets Group and independent Sunday supplements.

Campbell Soup's two tv shows, "Lassie Show," CBS-TV, and the "Donna Reed Show," ABC-TV, also will promote Soup 'n Crackers as "Great Go-Togethers." Radio spots will feature the same theme.

Batten, Barton, Durstine & Osborn is the agency. #

Foster & Kleiser Boosts Rogers

Harold G. Rogers has been promoted to vp in charge of the Chicago office of Foster & Kleiser division of Metropolitan Broadcasting Corp. Mr. Rogers, who has been an account supervisor in Foster & Kleiser's New York office, succeeds Karl Eller, who resigned to join Needham, Louis & Brorby, Chicago.

MANAGER, PRESS RELATIONS

Internationally known midwestern manufacturing firm in medium-size city has an opening in Public Relations Department to handle press relations and publicity. An excellent opportunity for a resourceful, aggressive young man (25-35) who can demonstrate initiative and proven ability to write and place corporate and scientific articles, create conservative, dignified product publicity campaigns and handle local and national press relations. Please send salary requirement and resume to:

Box 535, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

top man available
ADVERTISING DIRECTOR, SCHLITZ REGIONAL BRANDS; FORMER ADVERTISING DIRECTOR AND P. R., MILLER BREWING.

on February 15, my resignation as Advertising Director for Old Milwaukee Beer, the popular priced companion of Schlitz Beer, becomes effective. Prior to joining Schlitz, I was for 10 years Director of Advertising and Public Relations for Miller High Life and Fox Head "400". In all, I can offer 15 years of intensive experience in package goods in all areas of advertising, publicity, and marketing with complete responsibility for budgets in excess of 5 million. I have an up to the minute familiarity with current creative trends, agency liaison and merchandising requirements. I am seeking a challenging opportunity in an executive advertising, merchandising and/or public relations capacity with a progressive firm interested in expanding its share of food, package or beverage business.

Write or call: Mr. Roy J. Bernier
2223 North 115th Street
Wauwautosa, Wisconsin
SPring 1-3712

EXECUTIVE ADVERTISING

An excellent opportunity exists for a capable, experienced Advertising Executive who is qualified to accept a key position with a major financial advertising firm with 87 employees. He must be a competent administrator who can create ideas for dynamic advertising and sales promotion, handle budgets and effectively manage creative department. If your goal is a responsible, rewarding position, we'd like to hear from you. All replies confidential. Boston location. Write 'President'.

Box 534, Advertising Age
630 Third Avenue, New York 17, New York

You could probably even sell a USED TENNIS RACKET in the Ad Age Classified Section!

. . . for The Advertising Market Place is sort of a one-big-family meeting place where over 177,000 marketing men get together each Monday to hire, buy and sell. They are alert to unusual situations. Surprising results are scored by these low-cost ads. Try it.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____

Street_____

City_____ Z State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

Lever Elects Baiter

Richard E. Baiter has been elected marketing vp of the Pepsodent division of Lever Bros. Co., New York. Formerly merchandising manager of the division, Mr. Baiter succeeds T. E. Hicks, who continues as a vp, returning to corporate advertising staff duties.

An imaginative few of the READING, VIEWING and LISTENING PUBLIC may try to interpret your copy or script to be

LIBEL, SLANDER, INVASION OF PRIVACY, VIOLATION OF COPYRIGHT, PIRACY or PLAGIARISM

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This Week in Washington . . .

Burgeoning FDA Could Play a Major Role in Policing Ads in 1961

By Stanley E. Cohen
Washington Editor

WASHINGTON, Jan. 5—The final budget which the Eisenhower administration sends to Congress Jan. 16 will provide at least $23,000,000 for the Food & Drug Administration.

Since that's $4,000,000 more than this year, and an increase of $18,000,000 in four years, the rise of FDA is a success story that is worth some attention.

It is particularly important to examine FDA at this time because many members of the new Congress will be looking for more militant weapons to use in controlling deceptive advertising. FDA already has its toes in the pool. A few wrong moves during 1961, and the advertising world may find that the FDA has become one of the principal government forces that demands its attention.

■ FDA has always been among the toughest of the government regulatory agencies. But no matter how persuasive its case for more money, the phenomenal expansion that has taken place during the past four years would not have occurred without the encouragement of leaders in the food, drug and cosmetic industries.

FDA was set up 55 years ago to find contaminated food and phony drugs. After the "muckrackers" told newspaper and magazine readers about the work of the young chemists comprising Dr. Harvey Wiley's "poison squad" in the Department of Agriculture, a tidal wave of public indignation demanded regulation in the public interest.

■ During 55 years, however, there has been a notable transformation. Except for a fringe element, the food and drug companies are just as anxious to produce decent products as the government is to see that they are produced. Similarly, they are happy to have a policeman on the beat to pick off the delinquents.

Moreover, the mission of 55 years ago no longer fit the needs of the times. The food and drug industries are using preservatives, additives and antibiotics from beyond the world of everyday knowledge. The food and drug supply can no longer be protected simply by putting a product under a microscope.

■ Because business men want an effective FDA, they participated four years ago in drafting a citizens report which warned the Eisenhower administration that FDA needs more scientific facilities and manpower to meet the needs of our times. Under the timetable proposed in this report, FDA's resources in the field and in Washington have been systematically expanded.

This year, for example, with an $18,000,000 budget, it has been expanding its field staff by nearly 50%.

This expansion of FDA is already enabling it to pay more attention to promotional activities in the food, drug and cosmetic industries.

■ In the days of tight budgets, every available dollar was a matter of contention within the agency. Only a skeleton force was on tap to enforce the portions of the law which are designed to secure truthful labeling and to fight deceptive packaging.

Advertising is primarily the preserve of the Federal Trade Commission. But FDA finds more time now to read the ads. When advertisers make therapeutic claims, it'll compare the ads with the label on the product. Sometimes, it'll contend that a product is mislabeled because there is no "dosage" information on the label.

■ Currently there are a number of easy ways to court FDA trouble. About the most certain is to put a statement on a product suggesting that it has nutritional merit, or that it will help fight a serious ailment like heart disease. In foods, when therapeutic claims appear on the label, FDA is quick to ask the packer for his proof.

Within the past few weeks, for example, names like Lever, Kraft and Squibb have appeared on the FDA docket. Margarines were seized because the label promised nutritional benefits. When Lever introduced New Spry, FDA went into action because the housewife gets only 2 lb. 10 oz. of new Spry in a can the same size as the old 3 lb. can. FDA contended that she's entitled to clear notice that there's been a change.

■ FDA's aggressiveness in dealing with labeling problems dazzles many members of Congress who are looking for ways to make advertisers toe the mark. There's a temptation to remold the FTC in FDA's image, or even to turn the entire policing of food, drug and cosmetic advertising over to FDA.

If Congress starts looking around for new ways of tightening the government's grip on advertising, it will almost certainly learn some lessons from FDA's operations:

Quick Results: FDA has three weapons—seizure, injunction, and criminal prosecution. In labeling cases, it'll seize a shipment or ask a federal judge for an injunction. The seizure route takes time, but much less time than the administrative hearing arrangement which admen get at the Federal Trade Commission.

Ordinarily, FDA can seize only one shipment, though there are situations—where there is danger to the public—where multiple seizures are allowed. After seizure, there is an opportunity for negotiated settlement. Otherwise the case goes to trial before a federal judge.

Sometimes FDA saves time by applying for an injunction instead of settling for a seizure. When Continental Baking Co. began promoting special nutritional qualities for buttermilk bread, FDA put a quick stop to the project by getting an injunction from Judge Alexander Holtzoff in the federal district court here.

Shifting the Burden of Proof: When they discuss the problems they face in policing the advertising business, government experts often contend that Congress has given too many advantages to the advertiser. It's up to the government to prove that an ad is false. By the time the research is secured, and the case proven beyond reasonable doubt, the advertiser has had quite a free run, and in many cases, he's ready to move on to something else.

In a similar situation, FDA persuaded Congress to take a radical step. It argued that the job of proving that a chemical additive is dangerous involves more expense and effort than government can afford. Under the food and color additive laws which became effective during the past two years, Congress broke with legal tradition and specified that the burden of proving the safety of an additive shall rest on the company that proposes to place it on the market.

Rose-Martin Names Rehbock, Shor; Adds Princess Pat

Sig Rehbock, formerly president of Rehbock Advertising, has joined the executive staff of Rose-Martin, New York, as a member of the client service group. Rehbock Advertising, in business about six years, was assigned for the benefit of creditors in early October. Earlier this year, Mr. Rehbock lost a suit for preliminary injunction against two former employes, Jerome Cooper and Roy Mendelson, who were charged with account piracy and conspiracy.

Rehbock also has named Herb B. Shor, formerly with J. Walter Thompson Co., creative director. The agency has been named to handle advertising for Princess Pat, New York, manufacturer of children's apparel. The company formerly placed direct.

Breskin Boosts Three to VP

Breskin Publications, New York, has named three vps. They are Theodore B. Breskin, Stuart S. Siegel and Robert B. Birnbaum. At the same time Mr. Breskin was promoted from business manager to vp and general manager of *Modern Packaging* and *Modern Packaging Encyclopedia;* Mr. Siegel was promoted from business manager to vp and general manager of *Modern Plastics* and *Modern Plastics Encyclopedia.* Mr. Birnbaum will continue as circulation director for all Breskin publications.

Menderson Celebrates Fourth

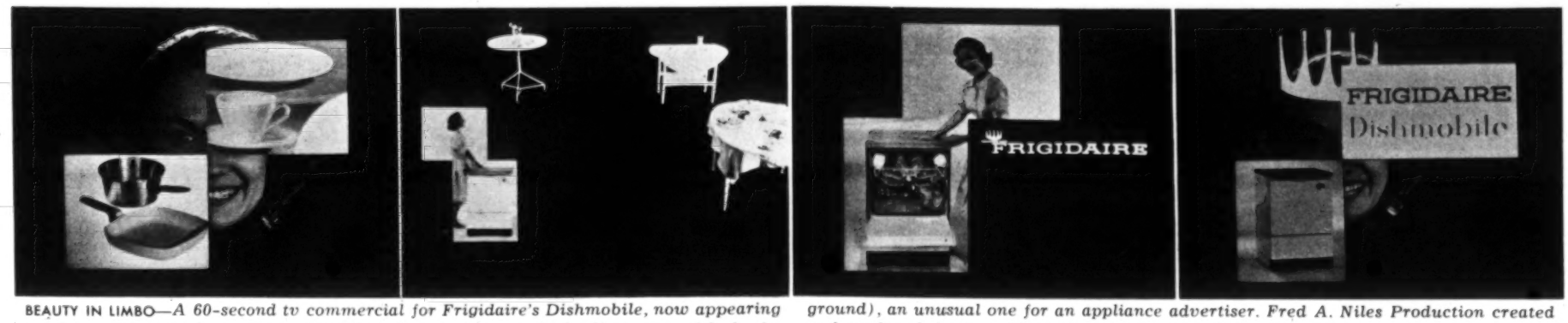
Ted Menderson & Co., Cincinnati, used the occasion of the office Christmas party to celebrate its fourth anniversary. The celebration featured a birthday cake decorated with symbols denoting the agency's 18 clients, and centered with the agency logo.

WINSTON-SALEM IS REALLY GROWING PLACES
. . . all three places, in fact
METROPOLITAN AREA POPULATION UP 29% SINCE 1950
CITY POPULATION UP 26% SINCE 1950
OUTSIDE CITY POPULATION UP 33% SINCE 1950
YOU CAN'T COVER NORTH CAROLINA WITHOUT THE
. . . compared with 11.5% gain for the State of North Carolina. Current Winston-Salem Metropolitan Area population is 188,229 . . . as reported in 1960 Census.
WINSTON-SALEM JOURNAL AND SENTINEL
NATIONAL REP., KELLY-SMITH CO.

this one man makes 88% of the
buying decisions in hotels and motor hotels

The sales and profit-minded hotel manager is the man you must reach if you are going to sell your product or service to the hotel and motor hotel market. He, and he alone, personally makes 88% of all decisions on purchasing, specifying, brand preference and resource selection. The remaining 12% is delegated. Reach all of these important men consistently and at low cost through the **one** hotel magazine designed especially for them.

call any of our 5 offices
The HOTEL Monthly BPA
a Clissold Businesspaper 105 W. ADAMS ST. • CHICAGO 3, ILL. • ANdover 3-1800
FOR TOWN HOTELS • HIGHWAY & MOTOR HOTELS • RESORT HOTELS
NEW YORK 36, 500 Fifth Avenue, LO 4-2233
WASHINGTON 4, D. C., 1319 F Street, N.W., ME 8-6707
LOS ANGELES 57, The Maurice A. Kimball Co., Inc., 2550 Beverly Blvd. • DU 8-6178
SAN FRANCISCO 5, The Maurice A. Kimball Co., Inc., 681 Market Street • EX 2-3365



BEAUTY IN LIMBO—*A 60-second tv commercial for Frigidaire's Dishmobile, now appearing on four network shows, uses the "limbo" technique (which dispenses with background), an unusual one for an appliance advertiser. Fred A. Niles Production created and produced the spot. Kircher, Helton & Collett, Dayton, is the agency.*

SEC Filing Shows McGraw-Hill's Stock Ownership

Business Publication Field 'Highly Competitive,' Publishing Company Says

WASHINGTON, Jan. 5—The highly competitive character of the business paper publishing industry was emphasized in a statement which McGraw-Hill Publishing Co. has filed with the Securities and Exchange Commission, as a prelude to merging with F. W. Dodge Corp. (AA, Jan. 2).

McGraw-Hill told SEC: "Although the company is probably the largest publisher of business publications, its publications are in highly competitive fields."

Noting that there are more than 2,000 business publications covering every field of business and industry, the McGraw-Hill statement said: "Each of the company publications competes with one or more other publications covering either the same field, fields which include the subject matter of such publication, or portions thereof.

■ "Furthermore," McGraw-Hill said, "new publications are constantly being started and entry into this business does not necessarily require a substantial capital investment. Most new publications are in fields already covered by one or more existing publications."

McGraw-Hill's assessment of the business paper publishing industry was included in a registration statement which is expected to clear the way for an offer to exchange McGraw-Hill stock for F. W. Dodge stock. In order to carry out the arrangement, McGraw-Hill proposes to register 408,144 shares of common stock, and 156,978 shares of $5.50 convertible preferred stock, $10 par value.

The statement shows that directors and officers of McGraw-Hill owned beneficially 21.6% of the 2,656,575 shares of common stock which were outstanding on Dec. 1. Within this total are 438,588 shares or 16.5%, owned beneficially by Donald C. McGraw, president of the company.

In all, Mr. McGraw is reported in the filing to be "holder of record" for 1,067,418 shares, or 40% of the shares outstanding on Dec. 1, 1960.

■ The statement also reported that Harold W. McGraw "owns beneficially" 303,744 shares, or 11.48%, and Elizabeth M. Webster, daughter of the late Curtis McGraw, 311,471 shares, or 11.84%.

The filing shows that directors and officers received $1,245,965 in aggregate remuneration in 1959. It lists Curtis G. Benjamin, president of McGraw-Hill Book Co., as the officer who received the highest remuneration. His aggregate remuneration amounted to $118,143, with $13,405 retirement accrued during the year. The normal benefit for his retirement, according to the prospectus, would be $36,348 annually.

Mr. Benjamin has also accrued $289,147 under an agreement which provides for him to receive a portion of the earnings of McGraw-Hill Book Co. as deferred income. He is to receive this deferred income in ten equal installments annually on his retirement.

Donald C. McGraw's aggregate remuneration was listed at $101,063, with $14,257 accrued during the year toward retirement, with an indicated normal retirement benefit of $27,116.

Other executive remuneration during the year:

• Nelson L. Bond, president, publishing division: $98,044 aggregate remuneration; $6,907 retirement accrued; $32,862 normal retirement benefit.

• Joseph A. Gerardi, exec vp: $94,836 aggregate remuneration; $12,038 retirement accrued; $23,025 normal retirement indicated. In addition, the statement notes that Mr. Gerardi has a key executives' compensation agreement, which provides that he get 0.34% of the company's consolidated net income before taxes in excess of $6,500,000 under a deferred payment arrangement which contemplates ten equal payments beginning Jan. 1, 1962. At present, the statement said, deferred payments earned under this arrangement amount to $200,000.

• Elliott V. Bell, chairman of the executive committee and editor and publisher of *Business Week*: $85,829 aggregate compensation; $9,095 retirement accrued; $21,268 normal retirement benefit.

• Hugh J. Kelly, exec vp: $79,644 aggregate remuneration; $7,073 retirement accrued; $31,412 normal retirement.

• George C. Tenney, vp, McGraw-Hill Co. of California, who resigned Dec. 16, 1960: $66,647 aggregate remuneration; $8,475 retirement accrued; $18,224 normal retirement benefit. Through Dec. 31, 1959, he had accrued $95,485 under a deferred compensation arrangement, which consisted of 0.22% of consolidated net income before taxes in excess of $3,500,000.

• Dexter M. Keezer, vp, director of the economics department (now retired and a McGraw-Hill consultant): $42,606 aggregate remuneration; $5,517 retirement accrued; $6,634 normal retirement benefit.

• Harold W. McGraw Jr., vp, McGraw-Hill Books Inc.: $39,582 aggregate remuneration; $1,600 retirement accrued; $18,434 normal retirement.

• Donald C. McGraw Jr., publisher, *Engineering & Mining Journal*: $34,005 aggregate remuneration; $256 retirement accrued; $15,537 normal retirement benefit.

■ According to the report, the company has issued options on 35,695 shares of stock at $34.875, of which 14,625 are in the hands of officers or directors; 4,455 at $43.60, of which 700 are to officers; and 14,200 at $83.15, with 2,000 of these assigned to a director.

The company has a stock option plan, defined as a "restricted stock option plan for officers and key employes," which permits options for a maximum of 125,000 shares of common stock, at 95% of fair market value of the stock at the time they are issued.

Stock options held by officers were listed as follows:

Elliott V. Bell: 2,500 at $34.875; aggregate value $87,187.50; market value $253,125.

Curtis G. Benjamin: 3,000 at $34.875; aggregate value $104,625; market value $303,750.

Nelson L. Bond: 3,550 at $34.875; aggregate value $123,806.25; market value $359,437.50.

Hugh J. Kelly: 2,500 at $34.875; aggregate value $87,187.50; market value $253,125.

George C. Tenney: 800 at $34.875; aggregate value $27,900; market value $81,000.

Harry L. Waddell, exec vp: 700 at $43.60 and 2,000 at $83.15; aggregate value $196,820; market value $273,375.

■ McGraw-Hill pointed out in its statement that it has 28 domestic publications, six international publications and five newsletter and press services. It reported 5,038 employes.

The company said its development in the past five years has been almost wholly the result of "broadening and improving" various publishing properties, and that its only new publication has been *Purchasing Week*. Revenues increased from $76,500,000 in 1955 to $105,800,000 in 1959. For nine months of 1960, revenues totaled $87,000,000, compared with $78,100,000 in 1959.

The statement reported 7,500 advertisers use McGraw-Hill publications "to tell the story of their products and services to business and industry." It noted that McGraw-Hill has 17 sales offices in the U.S. and three in Europe—London, Frankfurt and Geneva.

According to the statement, F. W. Dodge revenues have also increased during the past five years, from $20,000,000 in 1955 to $27,800,000 in 1959. For nine months of 1960, revenue was $15,909,000, compared with $14,800,000 in the same period of 1959.

The statement reported that 52% of the F. W. Dodge revenue was attributed to the construction news and statistics division, which includes Dodge Reports and *Dodge Bulletin* (daily), with circulation up from 22,000 to 40,000 in the past ten years. Also in this division are daily construction newspapers in Chicago, Denver and San Francisco.

The Sweets Catalog division, with six catalogs each serving specialized branches of construction and industry, produced 28% of the F. W. Dodge revenues, while the magazine and book division produced the remaining 20%. Publications in the magazine and book division include *Architectural Record*, *Modern Hospital*, *The Nation's Schools* and *College & University Business*.

■ The stock which McGraw-Hill proposes to register is to be offered in exchange for F. W. Dodge stock now in a voting trust. Major holders of F. W. Dodge voting trust certificates who will be offered McGraw-Hill stock include Paul Abbott, with 41,300 voting trust certificates; Howard Barringer, 26,320; and Irving W. Hadsell, 25,113.

Paul Abbott is currently chairman of the board of Dodge and Irving W. Hadsell is president. Howard Barringer, now a director, retired from the presidency of Dodge May 18, 1959. #

Marketing to Get Lots of Attention in New Congress, First Bills Indicate

(Continued from Page 1)

mentum comes from the House small business committee, which is expected to stage an aggressive drive in its behalf this year. Among the first sponsors at this session were Rep. Wright Patman (D., Tex.), Rep. Byron Rogers (D., Colo.), Rep. John Lesinski (D., Mich.), and Rep. Tom Steed (D., Okla.). (H.R. 145, 1181, 1233, 1817).

■ Also back in the hopper, as initial moves toward a stronger FTC, were a number of bills which failed to make the grade in the past, including bills limiting the "good faith" defense in price discrimination cases and bills to encourage private damage suits under the anti-trust laws, plus a variety of ideas for strengthening the Robinson-Patman Act.

In the radio-tv field, the opening flurry reflected a continued interest in forcing more changes in the operating policies of radio and tv stations. Rep. Oren Harris (D., Ark.), chairman of the House committee on interstate and foreign commerce, offered bills to set the stage for hearings on licensing of networks, and for tighter FCC control over transfer of stations (H.R. 1164, H.R. 1165).

Rep. Emanuel Celler (D., N.Y.), chairman of the House judiciary committee, submitted bills carrying out suggestions of the House committee on legislative oversight for closer FCC review of radio-tv operations at license renewal time (H.R. 1784).

One of the items which broadcasters hope to get this year had yet to make its appearance in draft form. Designed to carry out recommendations of the House elections subcommittee, it would extend indefinitely the suspension of "equal time" rules for Presidential and Vice-Presidential elections which made possible the Kennedy-Nixon debates last fall.

■ The drive to get passage of legislation pinning down the right of business to take tax deductions for "lobbying expense," including ads dealing with controversial issues, was also getting under way. Two identical bills for this purpose were introduced by Rep. Olin Teague (D., Tex.) and Rep. John W. Byrnes (R., Wis.). They were a few steps ahead of Rep. Hale Boggs (D., La.), who has spearheaded this project in the past.

The first wave of bills included several to change the federal excise tax system, including bills to repeal or modify the taxes on cigars, autos, communications and cabarets.

■ Rep. Stewart L. Udall (D., Ariz.) offered a bill for censuses of population, housing and unemployment at five-year intervals (H.R. 1110). Rep. William G. Bray (R., Ind.) re-offered his bill requiring the FTC to see that decorative hardwoods and simulated hardwood products are properly labeled. And Rep. John H. Dent (D., Pa.) renewed his campaign for a law requiring that all ads for imported products disclose the country of origin (H.R. 1149).

The earlybird bills also included one to outlaw registration of trademarks involving the term "White House" (H.R. 429) by Rep. Eugene J. Keogh (D., N.Y.); revival of a bill to prohibit the use of U. S. savings bonds and stamps for trade promotions (H.R. 514) by Rep. Abraham Multer (D., N.Y.); and a bill to prohibit the importation of pork products from Poland, Russia and other communist countries (H.R. 373) by Rep. H. R. Gross.

■ Legislation to prohibit serving of liquor in airliners was back under the sponsorship of Rep. Thomas J. Lane (D., Mass.) and Rep. Walter Judd (R., Minn.). And proposals for a commission on noxious and obscene materials were revived by Rep. Carroll Kearns (R., Pa.) and Rep. James C. Davis (D., Ga.).

Rep. Celler and Rep. Multer offered bills to prohibit auto manufacturers from engaging in the financing or insuring of cars; Rep. Multer also put his name on a bill amending the FTC act to permit auto makers to enter into exclusive territory franchise arrangements with dealers.

Rep. J. Arthur Younger (R., Cal.) dropped in H.R. 1243, a bill which prohibits shipment of goods carrying a guarantee "unless the merchandise carries a complete return address." #

Anheuser-Busch Sells Record 8,480,000 Bbls. in 1960

Anheuser-Busch Inc., St. Louis, has reported that it sold 8,480,000 bbls. of beer in 1960, an alltime record high for the nation's largest brewer.

The company was the top brewer in 1959 when it sold 8,064,756 bbls. No breakdown was given for the Budweiser, Michelob, Busch Bavarian and Regal beer brands sold by Anheuser-Busch.

Kastor Gets Shulton Products

Shulton Inc., New York, has named Kastor, Hilton, Chesley, Clifford & Atherton, New York, to handle advertising for two new proprietary products which will be introduced this spring by the Colfax Laboratories Division. Reportedly, they will be a major Shulton entry in the drug field.

FOR ADVERTISERS ONLY

An editor of a leading women's magazine was quoted recently as follows: "I'll let you in on a secret. In a mass circulation market there's absolutely, but absolutely, no way to be discriminating as to geographical, economic or educational background. We just use any list that is available. When you go out subscription-wise, you have no choice—you use the same lists."

*

This editor's statement may be true of subscription-type magazines. But . . . Family Circle is absolutely, but absolutely discriminating! It delivers an ultra *select* mass circulation market of homemakers. How? Because of its special-interest editorial appeal "for homemakers only"...and because its circulation is obtained not through subscription lists at all but through supermarkets.

*

And what supermarkets! The Safeways . . . Krogers . . . Americans . . . Nationals . . . First Nationals . . . Colonials . . . Food Fairs . . . Winn-Dixies—just about every leading food chain you can name. What's more, thousands of independent markets, too, sell Family Circle at their checkouts.

*

All told, Family Circle is now distributed in some 27,000 chain and independent supermarkets in the U.S.A. That's only 7% of the total number of food stores . . . yet these stores do nearly 50% of all U. S. retail food sales!

*

Conclusion? Family Circle's 5,250,000-plus circulation is obtained not wherever *we* can get it. It's concentrated where *you* want it: among the homemaker-shoppers of key chain and independent supermarkets that move your brand in volume!

*

So...why not place your advertising where your business is...in

FAMILY CIRCLE
FOR HOMEMAKERS ONLY

See page 82

APPEAL—*Leo Burnett Co., Chicago, created this ad for the 1961 Easter Seal campaign. The ad is being sent to magazines and newspapers by the National Society for Crippled Children and Adults.*

Lever Shifts All, Swan Liquid Brands to SSC&B, BBDO

(Continued from Page 1)

Dust, Breeze, and the $6,000,000 Lipton Tea account of parent Unilever Ltd. All told, SSC&B probably has in the neighborhood of $15,000,000 of Lever billings.

■ For some time there have been reports of "communications" problems between the New York client and the agency. In Chicago, however, Paul C. Harper Jr., president of NL&B, denied that communications was a factor in the agency's loss of the account. "Communications has never been a problem on the Lever account," he said.

Lever's departure came as a shock to the agency. "It came without any warning and everyone was stunned," the agency told AA. Apparently the agency had not been told about any "consolidation" plan by Lever, which has already approved the major portion of the 1961 campaign prepared by NL&B.

The agency handled the entire Lever account out of Chicago, with the full approval of the soap giant, with the exception of two tv production men, who did some Lever projects out of the New York office. "We just don't know why we lost the business," the agency said.

Needham, Louis became a Lever agency in May, 1957, when Lever bought the marketing and trademark rights of All from Monsanto Chemical Co. (AA, May 27, '57). The agency has since added other All products and Swan Liquid.

Lever currently is embroiled with the Department of Justice anti-trust division, which is contesting the acquisition.

■ A story published here two weeks ago cited A. C. Nielsen Co. estimates reported to the government, revealed that All was the fourth best-selling laundry brand —exceeded by Tide, Cheer and Fab—and the No. 1 label in the low-sudsing field when it was bought by Lever. Sales had gone from $11,280,000 in 1953 to $35,085,000 the year of the Lever purchase, giving the company a solid entry in the low-sudsing (for washing machine) field.

■ In 1953, All had more than 7% of the heavy duty detergent market, a percentage which has since slipped with the substantial growth of Procter & Gamble's competitive Dash, Colgate-Palmolive Co.'s less successful Ad, and other brands. Its current share of market is thought to be about 5-6%. #

Crane Reverses Ground, Appoints Lampert Agency

(Continued from Page 1)

000. Total expenditure by the ad department—"and that includes literature, shows, and so on"—runs to about $3,000,000.

■ Mr. Coletti said that although Crane recently reorganized its ad departments, the company is not looking for an ad manager. "In addition to my other duties, I control monies spent in the ad department. But the groups themselves decide what they want to spend."

Mr. Coletti heads a revamped ad department (AA, Jan. 2), in which several jobs have been eliminated. In the industrial products division, the title of manager of advertising and sales promotion, formerly held by Mel M. Thomas, has been eliminated. Mr. Thomas will resign Jan. 15 (AA, Dec. 19). Under the new arrangement, the two ad and sales promotion executives who previously reported to Mr. Thomas will now report directly to the marketing director. The division ad manager is Richard Kenton, who has held the post for about three years, and the sales promotion manager is Ken Johnson, who has been there since last June.

■ In the plumbing, heating and air-conditioning division, Johnstown, Pa., the ad and sales promotion title previously held by Joseph Donahue has also been eliminated. Mr. Donahue has been moved up to coordinating manager working for the executive office, and will be headquartered in New York.

The two men who previously reported to him, John Angus, ad manager, and Walter Kettler, sales promotion manager, will now report directly to their marketing director.

Another official of the division, Robert Caldrone, display and exhibits manager, has been promoted to the same position for the whole company.

In the systems and controls group, the set-up remains the same. J. L. Ecker is ad and sales promotion manager at the Chapman Valve Co., Springfield, Mass., and L. Adams holds the same title at Hydro-Aire, Burbank, Cal.

■ The changes have not been confined to the ad departments. Wesley A. Songer, president, left the company last month, and his title has been eliminated. A new executive vp has been named. He is D. C. Fabiani, formerly vp in charge of finances with MacDonnell Aircraft Corp., St. Louis. Chief executive officer of the company is Thomas M. Evans, chairman. #

Babcox & Wilcox Account Moves to Marsteller Agency

(Continued from Page 1)

ler, Griswold-Eshleman Co., Cleveland, and Needham, Louis & Brorby, New York, to solicit its business.

The decision to invite the agencies to solicit the business followed a recent shakeup in Babcock's ad department.

Six months ago the company named M. E. Ziegenhagen, formerly ad promotion manager of Worthington Corp., Harrison, N. J., to be director of advertising. He took over responsibilities previously held by Roy Quinn, director of public relations, who had left the company. Babcock's ad manager, Charles M. Neighbors, retains his title.

Mr. Ziegenhagen said Babcock's "new advertising and sales promotion objectives call for a new pattern of services from our agency, and we sought the one best equipped to meet our future needs."

He said the final choice lay between Tyson and Marsteller.

■ The Tyson people agree: "We were not dropped. We were doing a good job. But after 21 years Babcock probably felt they needed a change." #

Myrbeck Adds Three Accounts

S. Gunnar Myrbeck & Co., Quincy, Mass., has been appointed to handle advertising for Bowen Corp., Cambridge, consulting engineers to the process industries; for the pulp and paper division of Portland Copper & Tank Works, Portland, Me.; and for Crystal Research, Cambridge, manufacturer of piezoelectric crystals.

WTRF-TV STORY BOARD

It used to be that what went up had to come down—now it may go into orbit!

T. R. Effic!

Wheeling wtrf-tv
Bob Ferguson reports that if he had his life to live over again, he'd wanna be a straw boss in Hawaii.

wtrf-tv Wheeling
CUBA: Where Russia plays the Fidel
RUSSIAN DELEGATE: The abominable "No" man
MOST BRIDGES: Cartangled spanners
DUTCH TREAT ADDICT: Split purse-onality

Wheeling wtrf-tv
Today's formula for success: Rise early, work late and discover uranium.

wtrf-tv Wheeling
Advertiser's formula for success: Buy WTRF-TV, sell the Wheeling-Steubenville Industrial Ohio Valley from Wheeling and enjoy the profitable results!

Wheeling wtrf-tv
If the government would put whiskey in the ink used to print money, then we wouldn't mind kissing it goodbye.

wtrf-tv Wheeling
Sure dealers report that those foreign sports cars are easy to sell. Once you get in one, you can't get out.

Wheeling wtrf-tv
Alert advertisers are doing it. See George P. Hollingbery and get the complete story on WTRF-TV Wheeling. Ask about the bonus merchandising service, too.

CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA

THE S.E.P. SHORT COURSE

AAAA

Two ex-drinkers enjoying a sarsaparilla in Hot Springs. Also: a straight A student who belongs to the Automobile Club.

APX

Ad Page Exposure—the first and only media measure that puts the spotlight on your own brain child, your advertising page. Tells how many times it's seen and by whom. Invaluable.

Q.E.D.: Better get the facts on APX from The Saturday Evening Post

THE CIVIL WAR

LIFE BEGINS A SIX-PART SERIES ON OUR NATION'S BLOODIEST DRAMA

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